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The Stimulator

September 1917

The Eyes of Our Industries

THE industrial-lighting situation in the United States this fall must result in large sales of lighting goods, because we have the following three-ply combination of circumstances: (1) an enormous demand for the best artificial light; (2) an ever-increasing supply of the best lighting units, with which to fill that demand, and (3) an aggressive selling organization, of which you are a part, for bringing demand and supply into contact.

Believing that supply and demand are "nix" unless salesmanship enters in, we have devoted two pages (8 and 9) to a concise summary of the new and unusual advertising and selling helps at your disposal for the campaign now opening, to bring better lighting to every factory, mill and shop in the country. First, however, let us all be thoroughly convinced that there *is* this gigantic demand, and that we have the *materials* with which to supply it.

As the airplane is the eye of our armies, for without it a million human eyes would be unable to see the enemy, so is the MAZDA C lamp with its proper reflecting equipment the eye of our industries, helping millions of human eyes to see better and thus promoting safety, quality and production. The demand for better factory lighting needs no proof—it is everywhere about us. You can't call on a factory superintendent without realizing it.

Nine sizes of MAZDA C lamps—the 75, 100, 150, 200, 300, 400, 500, 750 and 1000-watt—furnish the wherewithal to supply every industrial lighting need. Lamp factory additions now in process of construction will greatly increase the capacity for manufacturing NATIONAL MAZDA C lamps.

It is highly important that these powerful lamps be so installed and equipped as to screen the direct light of the filament from the workers' eyes, as otherwise glare effect will prevent proper illumination. One excellent glare-killing device, now available for certain classes of service, is the "Reflecto-Cap Diffuser" (see page 4).

With absolute confidence in the goods we have to sell, let us examine the helps now available for selling them. When you have read the middle spread (pages 8 and 9), you'll be itching to get into action.

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National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits and to Cement Our Friendliness—Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland. Edited by its own readers, and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors.

VOLUME VI SEPTEMBER 1917 NUMBER 1



LOOK IN THE POST FOR THIS, SEPTEMBER 1

Here's the first of a series of four industrial-lighting pages to appear in *The Saturday Evening Post*. The dates are Sept. 1, Sept. 22, Oct. 6, Dec. 8. Be sure to use the excellent window trim that will be sent you on your order by Sept. 20. These advertisements will work right in with your personal calls on the factory superintendents.

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In Memoriam

WITH profoundest sorrow we record the decease of Ernest Harlan Haughton, General Manager of the Bryan-Marsh Division, Chicago, and the simultaneous death of his wife, Julia Yeaman Haughton. Mr. and Mrs. Haughton lost their lives in an automobile accident in the Adirondacks, Aug. 22, 1917—Mr. Haughton's forty-third birthday. They are survived by their two daughters, Julia, aged 11, and Ernestine, 5.



Mr. Haughton was one of the National Lamp Works' most honored leaders; he unfeignedly loved this institution, and his career was inextricably bound up with its history and destinies. He was President of the Investing Company, founded to promote thrift among the employees; and he was entrusted with many other executive duties of importance and responsibility.

Ernest Haughton's chief legacy to the "National" is his indomitable spirit of red-blooded aggressiveness and enthusiasm. Part of this, no doubt, was the outgrowth of his prowess as an athlete at the University of Nebraska, from which he graduated in 1895.

Another pronounced trait of his was a genuine affection for everyone and everything connected with the "National." His own men were, of course, nearest to his heart, and the loyalty they returned to him was a species of adoration. He had been with Bryan-Marsh for over fifteen years, and had helped the National Lamp Works grow from its inception to its present importance in the electrical industry. In the words of Walt Whitman he could say, "Of all this I am a part."

Some lines adapted from one of the many songs written by the hand now stilled, although referring to John Chamberlain Fish, the National's first President, express our feelings in this hour:

". . . . though we miss him here today,
For our dear Ernie's gone away,
In memory he'll always stay
With National—with National."

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NEW MAZDA C LAMP FOR "MOVIE" PROJECTION

BY W. L. BRANDEL, NELA SPECIALTIES DIVISION

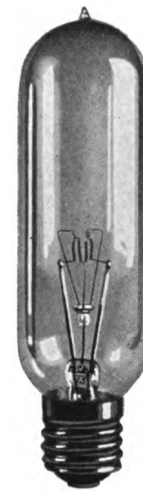
A NEW field for MAZDA lamps has been opened up recently with the introduction of the new MAZDA C lamp for motion picture projection. At the present time the carbon arc dominates this field, but as in the case of industrial lighting it is bound to give way in favor of the more effective and convenient incandescent lamp.

In order to adapt the incandescent lamp for projection purposes it has been necessary to overcome certain inherent limitations, principally the intrinsic brilliancy of the light source and the concentration of sufficient wattage into a small space. After exhaustive research and developmental work in the design of both the lamp and the optical system to be used with it, the National Lamp Works has accomplished the results desired.

The MAZDA lamp now recommended for projection purposes (see cut) is the 20-ampere, 28-30-volt, MAZDA C lamp. The filament is enclosed in a bulb 2½ inches in diameter which, with the mogul base, has a maximum over-all length of 10 inches. A special single-plane filament construction has been adopted (see cut). The lamp is mounted in the housing of the motion picture machine so that the plane of the filament is perpendicular to the optical axis of the machine. This permits the radiation of a maximum amount of light toward the condensing lens.

The success of this lamp depends upon the ability to utilize as much of the total light radiated from the filament as possible. This is accomplished by means of a spherical mirror and special prismatic condensing lens. The mirror is used to redirect the light thrown backward from the filament, and is focused so that the image of the filament fills in the space between the filament segments, thereby approximating a solid band of light and increasing the light projected forward upon the screen by from 65% to 80%. The prismatic condensing lens, because of its short rear focus, subtends nearly twice the angle of light from the filament as does the old plano-convex lens.

It is highly important that this lamp be held at its rated current, because the filament is operated at an extremely high temperature in order to take advantage of all the light possible. When operating the lamp on commercial circuits, therefore, it is necessary to use equipment that accurately maintains the current and that reduces the voltage. On alternating current this is best accomplished by means of a device called the Compensarc, manufactured by the Fort Wayne Electric Works of G. E. Co. On direct current a resistance may be used in the line, or a rotary converter installed to change to alternating current.



The new 20-ampere, 28-30 volt, MAZDA C lamp will satisfactorily replace any a.-c. arc now being used, and d.-c. arcs up to 35-40 amperes. It is recommended for installation in theatres for projecting pictures up to 14 feet wide and with a throw as far as 80 or 90 feet. According to estimates this covers 70% to 80% of the theatres in the country in addition to schools, churches, homes and small auditoriums.

This 20-ampere MAZDA lamp represents the climax of three years' experimentation on the part of our laboratories, and is the one "moving-picture lamp" whose quality and performance we can now unreservedly endorse. An increase in the rated amperage of an incandescent lamp does not necessarily mean an increase in screen illumination. The 20-ampere lamp utilizes to a maximum degree the effective light-source area. Lamps which operate at higher amperages have been tried out experimentally, but if the same area of filament is used as in the 20-ampere lamp, the reliability of the lamp is decreased considerably, due to the close spacing of the turns and the segments of the filament, and if the area of filament is increased beyond the effective area, the additional light cannot be utilized

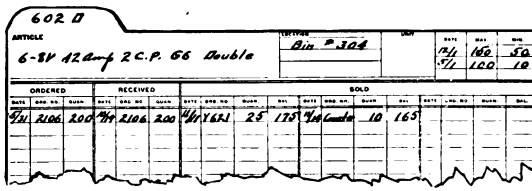
(Continued on page 15)

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TURNING SMALL LAMPS INTO Big Dollars

KEEPING TAB ON LAMP STOCKS

JUST as the modern cash register has enabled many a merchant to determine for the first time whether he was doing business at a profit or at a loss, a simple system of stock accounting on miniature lamps will be of the greatest help to the lamp agent. A card index system for miniature lamp inventory has been worked out by Mr. Fred Armstrong of the Vesta Accumulator Co. This index is easy to operate, avoids the necessity of actually counting lamp stocks each month, shows when lamps are ordered and when received and how many of each type are sold each month. From these data it is a simple matter for the lamp agent to determine in what months sales of a particular lamp are heaviest and from this information to regulate the amount of stock ordered in accordance with the demand.



This Simple Perpetual Inventory Supplies Immediate Information About the Condition of Lamp Stocks and Sales. Try It

A system of this sort soon shows which types of lamps are the big sellers and which types have such infrequent sales that it does not pay to carry them in stock.

The illustration shows a sample card for 6-8 volt, .42 ampere, 2 c. p., G-6 bulb, double-contact bayonet-base MAZDA B auto lamps, as indicated in the upper left hand corner of the card.

The first three columns indicate date, order number and quantity of these lamps ordered from Sales Division or jobber. The next three columns indicate how much of this order has been received and when. The next four columns show how many of these lamps have been sold to customers on order, giving the date and number of the order and how many lamps were left in stock after this order was filled. The information in the following columns shows how many lamps sold over the counter, date of sale and balance of lamps in stock.

At the top of the card is the number of the bin or drawer in which these lamps are kept so that the most inexperienced store employe can check the actual number of lamps in stock against the balance shown on the card.

In the upper right-hand corner are three columns in which may be tabulated maximum and minimum monthly sales and monthly stock inventory. This shows at a glance whether or not seasonable supply is properly portioned to seasonable demand. The checking up of lamp stocks at the end of the month is done simply by running through these cards and making a note of the stock balance indicated on each card.

Miniature lamp agents are urged to try this time-saving and permanent record system.

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WHAT'S NEW in the Lighting World

The New Foot-Candle Meter

THIS is a light, portable instrument, with which one may read off the illumination intensity directly in foot-candles or lumens per square foot, on a floor, machine, bench or other lighted surface. It is of great use not only in laying out and checking up lighting installations but should be a great sales aid, as, for instance, in proving to the manager of a poorly lighted plant that his present lighting is inadequate.

It is planned to manufacture the Foot-Candle Meter on a large scale so that it may be available to lighting men at a moderate price.



The New Foot-Candle Meter

Flood Lighting Projectors

THE comprehensive line of flood lighting units shown in the table provides for efficient projection of light from the 200 and 400-watt MAZDA C lamps made especially for flood lighting service, and also from the 750 and 1000-watt regular MAZDA C lamps.

G. E. Flood Lighting Projectors with Silvered Glass Reflectors

Designation	Lamp	Beam Spread* (Angle of Divergence)
Form L-11	†200-watt Flood Ltg.	12°-16°
Form L-9	†400-watt Flood Ltg.	12°-25°
Form L-3	†400-watt Flood Ltg.	40°-50°
Form L-12	**750 and 1000-watt Regular Multiple	22°-35°

*The edge of the beam is usually taken as the angle at which the intensity is one-tenth of the maximum value.
†May be burned in any position except within 45° of vertically, tip down.
**Should be burned preferably within 15° and not more than 22° from vertically, tip down.

A range of beam divergence is available to allow various installations to be handled most effectively. It is no more reasonable to expect to do all flood lighting properly and economically with one type of projector than to attempt to light all factories and stores with one reflector.

The reflectors above listed are deep and therefore intercept and direct into the beam a large percentage of the light emitted by the lamp. The reflecting surface is of *silvered glass* and therefore permanently of the highest efficiency.

Polished aluminum and nickel plate appear to be the only metal projector surfaces that are satisfactorily maintained over a reasonable period with lamps of these wattages. Silvered glass reflectors give about one-third and one-half more light, respectively, than do such surfaces. Thus the somewhat greater cost of the glass is compensated for by the smaller number of projectors required. If the less expensive though less efficient units are desired, the G. E. L-1 or L-2 and L-4 projectors are available, with reflectors of polished aluminum. The former gives a narrow beam of 8° to 14° spread, the latter one of 12° to 20°

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"AMERICA FIRST" i
HELP PUT

IF we can put "America first"—on a higher plane than any other nation — as regards lighting conditions in her factories, mills and shops, we shall be helping her all along the line. She demands speed in production, watchful care over the personal safety of her workmen, and high quality in the output of her industries. All of these ends are promoted by better light. As indicated on page 2, we have at hand the necessary raw materials for supplying better light — a full line of MAZDA C lamps, together with reflectors of the latest designs, developed to cut out glare and utilize light rays most effectively. Following are the selling campaign plans which will help you "put America first"; they are fourfold, including the following activities: (1) Propaganda carried on by others than yourself, but from which you benefit; (2) Selling helps prepared for you by the lamp manufacturer; (3) Your part in using these helps; and (4) Your personal following-up of prospects.

(1) *Propaganda From Which You Benefit*

The NATIONAL MAZDA advertising in *The Saturday Evening Post* this fall will be a radical departure in one respect from former *Post* campaigns. It will talk Better Light, Better Light, Better Light, just as hitherto, but with emphasis on the factory and mill rather than on the home. And the closing ad in the series of four will be a smashing double-page spread in colors! This *Post* onslaught will reach, directly and indirectly, *every industrial executive in the United States*. (Exceptions? Possibly a handful — we may miss a few of the guano gatherers in our South Sea island possessions.)

Valuable educational work is being accomplished by the admirable series of articles and editorials on industrial lighting which the leading trade papers are running—including Professor Clewell's articles in *Factory* and other magazines.

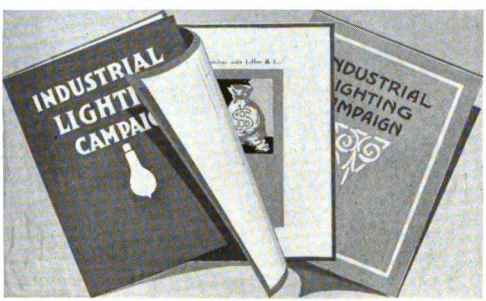
(2) *Selling Helps Prepared for You*

Window Displays, etc.—The September 20th and December 6th *Post* ads will tie up with special industrial-lighting window displays, newspaper cuts and lantern slides.

Mail Campaign — The greatest single help that we offer you is one that several hundred NATIONAL MAZDA agents used most successfully last fall. Send us at once a list of your industrial-lighting prospects (not more than 10 names for every $100 face value of your lamp contract) and we will prepare and mail out to them, at the proper intervals, *a complete campaign of three mailings*. In addition to letters over your signature, the mailings will include folders containing testimonials by Secretary Redfield, Samuel Gompers, and others, to the value of proper lighting.

Where names sent in by one agent are duplicated on another agent's list, such prospects will receive mailings only on behalf of the agent who *first* sent their names in.

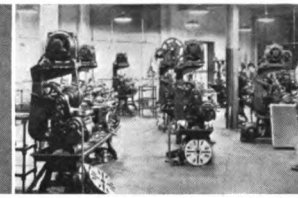
Send in your list of factory-lighting executives at once.



Carefully Planned Mail Campaigns Bring Results

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n Factory Lighting HER THERE



The Cortescope — Remember the old "stereoscope" which lay on the parlor table years ago, and through which you gazed at travel pictures, as a boy? How it brought out the *depth* and *perspective* of the photographs till you could imagine you were really standing 'mid the scenes depicted? We now have a light folding stereoscope called the "Cortescope," together with a lot of splendid views of factories well lighted with MAZDA C lamps. Can you imagine a better means for working up the prospect's interest? The Cortescope, together with 25 views, will be supplied for $6.50.

The Foot-Candle Meter — This factory-lighting aid is illustrated on page 7. This instrument is one that has been in demand for a long time. It is sufficiently accurate to determine lighting conditions almost anywhere and certainly gives the lighting salesman an advantage he has not heretofore enjoyed. With the Foot-Candle Meter actual lighting conditions in a plant can be determined in the presence of the prospect, at the time of the salesman's call, which eliminates the necessity for calling in special men and apparatus.

Factory-Lighting Guide—This is a book of practical information, giving complete, simple, detailed rules and tables which will enable you to light any factory properly.



Cortescope Lighting Views Interest the Busy Prospect

Your Part in Using These Helps

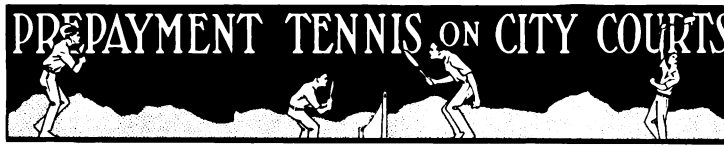
It would be a reflection on the intelligence of *Stimulator* readers, were we to *urge* them to use to the utmost the unparalleled list of industrial-lighting helps just mentioned. By the way, everyone who sends in a list of prospects will receive several copies of an illustrated book entitled "Better Factory Lighting," to be left with the prospect when you call on him, and to help you still further in transforming his interest into desire.

The Personal Call

All of the material helps we can offer you will be but as "sounding brass or a tinkling cymbal" if they are not clinched by your personal call on the prospect. All we can do is to awaken interest and desire; *you must make the sale.* For example, Mr. Reed, an agent in Rutland, Vt., operated a mail campaign to 20 local factory managers last year. He had no live inquiries, but started out to make personal calls, saw eight the first day and sold every one.

Similar experiences have been reported many times, in connection with big lighting propositions as well as the sale of a few lamps to small establishments. The personal call has an advantage over every other attempt to convince a prospect and clinch a sale. The man on the job brings back the business; every salesman knows that. It was said of a certain storekeeper that "he might have shone as a salesman, if it had not been that the only place he shone was the seat of his pants." Industrial lighting sales cannot be closed by sitting in an office chair. You can't do much with the telephone, except to make appointments. If we are to put America first in factory lighting, let's arm and get out on the firing line.

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BY C. R. STOVER

IN a recent number of the *Stimulator* Mr. J. L. Barnard asked, "Why cannot the prepayment plan be used in connection with lighted Municipal tennis courts?" This idea has lamp sales possibilities and a few suggestions may be of help in presenting it favorably to your Park Commissioners.

By the prepayment plan is meant the use of a prepayment electric switch to control the lighting of a tennis court. A switch of 5 kilowatts capacity is sufficient; the cost is approximately $30. Such a switch can be set for any desired period, say one hour, at the expiration of which the circuit opens and can not be closed until coin is inserted.

A tennis court lighting installation consisting of twelve 400-watt MAZDA C lamps with proper reflectors and other equipment necessary to a good side lighting system can be made for approximately $300, exclusive of the cost of running service to the court. When several courts, side by side, are lighted the cost per court is materially less.

Public officials are advocating outdoor recreation among a greater portion of the people. With lighted public courts many who now can play only on Sundays could play during the cool evenings. Lighted courts also prolong the tennis season in the autumn; those who usually play in the evenings are not compelled to stop so early in the year.

The first man to respond to the *Stimulator* challenge to report a prepayment lighted tennis court was Mr. Louis D. Rubin, Fostoria agent in Charleston, S. C. He writes:

"The local Y. M. C. A. has been using this method on the tennis court lighting for the past two or three years. When the court was first illuminated the greatest trouble was in getting the lights turned off and on, until the local lighting company installed a prepayment 25 cent slot meter, which eliminated the difficulty completely and saves the trouble of waiting for the janitor to turn the lights on. The court may be used for about an hour for 25 cents. The plan is very popular."



Japan Quickly Adopted Night Tennis—Court of the Osaka Lamp Co., Kawasaki, Japan

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EXCHANGE LAMP SELLING IDEAS

Does It Pay To Demonstrate?

MR. STUART C. IRBY, Manager of the New Business Department of the Hattiesburg Traction Company, is responsible for another convincing proof of the fact that it pays to demonstrate anything that one has to sell.

The illustration at the bottom of this page shows a demonstration cabinet prepared by Mr. Irby which has been very successful in aiding in the sale of Bryan-Marsh MAZDA C lamps. It consists of a box 15 x 45 inches with eight compartments 5 inches wide and 15 inches long. A door 10 x 45 inches which can be raised and lowered extends across the front of the box. When this door is closed, apertures measuring 5 x 5 inches show the light given by each size and style of lamp. A card bearing the price of the lamp, wattage, candle-power, cost per hour to operate, etc., is displayed within each opening, below the lamp. The raising of the door cuts off the current and the lamps themselves are thus always shown unlighted. The cabinet has proved especially effective in selling MAZDA C lamps.

Mr. Irby's cabinet is very simple and recommends itself to the merchant who has learned or wishes to learn the value of demonstrating.

A Worth-While Patriotic Offer

A DEMONSTRATION of practical patriotism was given by the Commonwealth Electric Co., Summit, N. J., when the United States declared war. This central station offered to supply current free, upon request, for flood lighting every American flag in town during the duration of the war. The only stipulation was that the equipment must be passed by the Company. Though not required by the offer, the 10 projectors already in use were all purchased of the Company and it is very likely they will be used after the war. The Company's patrol turns on the lights and the police department turns them off.



A Lamp Demonstration Cabinet Which Permits Comparison of Lamps and Quantities of Light

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Here's a Timely Trim That Will Interest All



With

(Brand of lamp here)

MAZDA Lamps

Good light improves the sight and promotes cheerfulness.

We have NATIONAL MAZDA lamps for every purpose.

(Your name and address here)

4-inch, 1-Column Newspaper Ad Plate No. 17001
(Use the Enclosed Post Card)

WHO doesn't recognize the familiar Hallow-een figures? This end-of-October semi-holiday dedicated to witches, ghosts and goblins is a pleasant recollection for everyone passing your window; that's why it is a good event with which to connect a NATIONAL MAZDA display. It's timely and lends itself well to bringing out the strong points of the lamp you sell—their fine light-giving qualities, how they chase gloom and make all things bright.

I believe this trim will help you sell lamps if you use it according to the directions I send with it. The two figures, the witch and the big lamp, as well as the placards and the lettering across the top will be furnished free if you request this trim.

You can provide the corn stalks and pumpkin jack-o'-lanterns (with MAZDA lamps inside, burning in skedoodle sockets) as well as the cartons and lamps, which you have in stock.

Install the trim on Monday, October 22, and leave it in your window until November 1, the day after Hallow-een. While the trim is working in your window, call attention to your lamp business in the newspapers and moving picture theatres with the ad plate and lantern slide I offer you to tie up with this display. Make your request early on the enclosed post card.

Yours truly, *ZIM*

Joseph Tichy, Jr., Wins $5.00 for Best Base Ball Window

Joseph Tichy, Jr., Salzer Electric Co., Sunbeam agents, Cleveland, won the $5.00 offered for the best photograph of a MAZDA display made with Zim's Billy Evans Base Ball Trim. $5.00 is waiting for the best photograph of a display made with Zim's MAZDA C-2 Trim, offered last month. Be sure to enter this contest. *ZIM*

Note—All photographs to be made at contestant's expense.

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GOOD WINDOWS ALL OVER THE COUNTRY

NATIONAL MAZDA DISPLAYS ATTRACT LAMP BUYERS

ALL in one day, reports of three excellent NATIONAL MAZDA window displays reached the *Stimulator* from three far-distant parts of our country. One came from Arcata, California, sent by Mr. Fred E. Fishering, of A. Brizard, Inc., Bryan-Marsh agent; another from Mr. N. L. Walker, well-known Buckeye man in Raleigh, N. C., and the third from Mr. J. W. Wickens, who sells Bryan-Marsh lamps in Rensselaer, N. Y.

Mr. Fishering's display was an elaborate affair in which he combined *Saturday Evening Post* tie-up material with household goods and a number of original placards to introduce "Mr. and Mrs. Light and the Light Children in their Home, Made Bright with MAZDAS." Mr. Fishering's comment is:

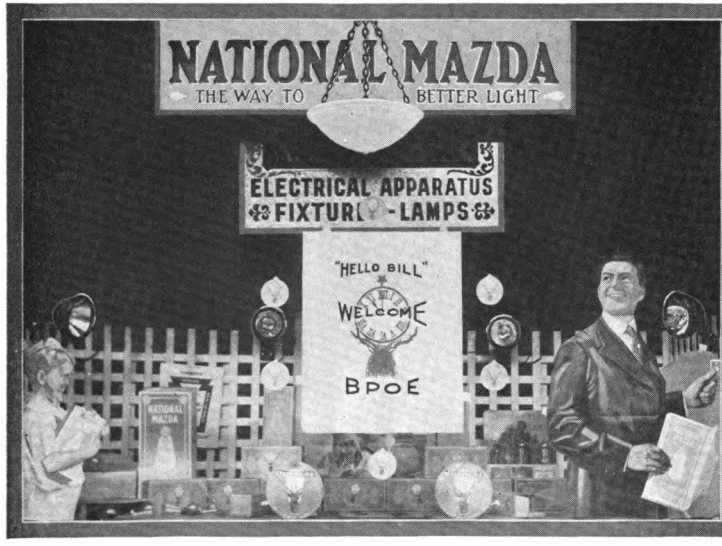
"This display has delivered the goods — sold the MAZDAS — had to telegraph for more lamps. The display, combined with our newspaper advertising, made a hummer campaign!"

When an opportunity comes in Mr. Walker's direction, he makes the most of it. Recently an Elks' Convention was held in Raleigh, N. C. Recognizing the degree of similarity between the Elks' emblem and the Buckeye label, Mr. Walker elaborated on *The Saturday Evening Post* tie-up display as shown on this page. "It would have done your heart good to see the Elks and other folks crowd around my window. We sold so many lamps that we had to telegraph for a new supply," is a statement that speaks well for the display.

Another live MAZDA merchant is Mr. J. W. Wickens, Rensselaer, N. Y. During the Firemen's Convention in his city he constructed a MAZDA display which drew crowds that filled the sidewalks. Mr. Wickens describes his window thus: "I had the 'MAZDA City' display lithograph for a background and piled cartons from the top of this to the ceiling. On one side of the window floor I had the large building, somewhat dilapidated, with the roof raised at one end. Three small ladders with firemen on them were leaning against it. The firemen held a line of hose running from a hose cart in front of the building. A red lamp burning inside the building gave the appearance of fire. A hook and ladder truck completed the picture.

"At the other side of the window were small buildings lighted with clear lamps; also autos and trees. Comments were many and varied but the one most often heard was, 'Go down to Wickens and see the factory all afire.'

"I was well repaid for the time and trouble required to put in this display."



A Timely Tie-up Display That Boosted MAZDA Sales and Created Much Good Will

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MR. R. S. BAKER, Sterling salesman, reports "the year's record" in replacing carbon lamps by MAZDAS. The place was Olentangy Park, the pleasure resort of Columbus, Ohio, and the order included 15,400 lamps of various sizes including some MAZDA C-2 lamps for the dancing pavilion. Mr. Baker's agent, the Electric Sales Co. is to be congratulated.

Mr. I. R. Watts, the genial Assistant Manager of the G. I. Lamp Division, recently recovered from a severe attack of the mumps which laid him up for several weeks.

Big Jack Roberts, of the Colonial Division, was strolling in a Pittsburg park the other night. He felt a blow on the back of his head and nearly took the count. Turning, he saw four highwaymen. There was a battle royal, resulting in a ruined suit of clothes and a broken nose for Jack and a generally ruffled disposition for the yeggs, who didn't get anything. The sad part is that the cop on the corner held Jack as a suspicious person when he reported the assault while still in his dilapidated condition.

If you have enlisted and would like to have the *Stimulator* forwarded to you at the training camp or other points where you may be located, send us your new address with a letter to this effect and the matter will be given prompt attention. The number of National Lamp men in military service as this goes to press is fifty-three. We expect to publish the complete "Honor Roll" in an early issue.

R. S. Clark, formerly of the G. I. Division sales force, is now lighting specialist for the Imperial Electric Company, Philadelphia.



New MAZDA *C Lamp for "Movie" Projection*—*(Continued from page 5)*

on the screen. Consequently such lamps do not produce any better results than the 20-ampere lamp, at approximately the same voltage. Furthermore, even better screen illumination can be obtained with the 20-ampere lamp, because of the more efficient mirror and condensing lens equipment which it is possible to use with the smaller lamp. Again, the 20-ampere lamp is operating up to and above its rated life of 100 hours, both in tests and in actual service. For the remaining 20% to 30% of the theatres now using d-c arcs above 40 amperes, experiments have been conducted on a 25-ampere, 50-60-volt lamp and 80-ampere, 11-12-volt lamp. Most encouraging results have been obtained from the 80-ampere lamp, which has been in operation in a large Cleveland theatre for the past year. We do not intend, however, to place this on the market until it is absolutely perfected, as is the 20-ampere MAZDA C lamp.

The principal advantages of the MAZDA lamp for motion picture projection are:—

(1) Simplicity of operation, no continual adjustments are necessary.

(2) Great saving in current consumption.

(3) Absence of dust and vapors.

(4) Improved sanitary conditions for operators in booths.

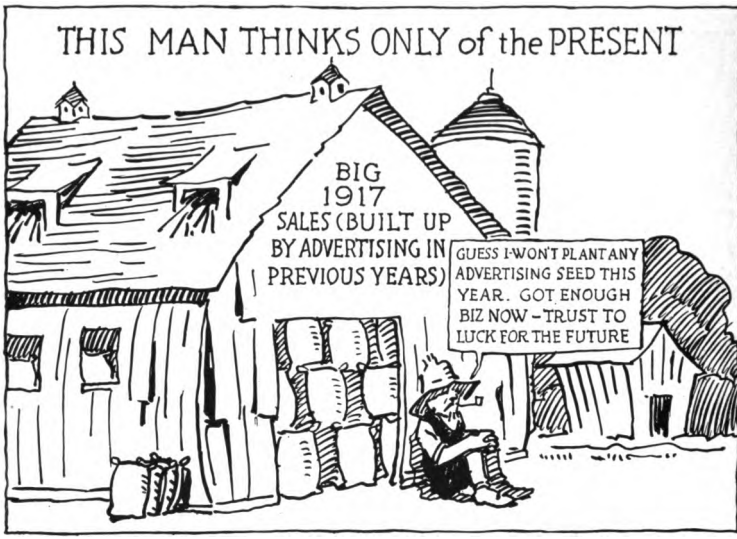
(5) Steadiness of light — no flickering at light source.

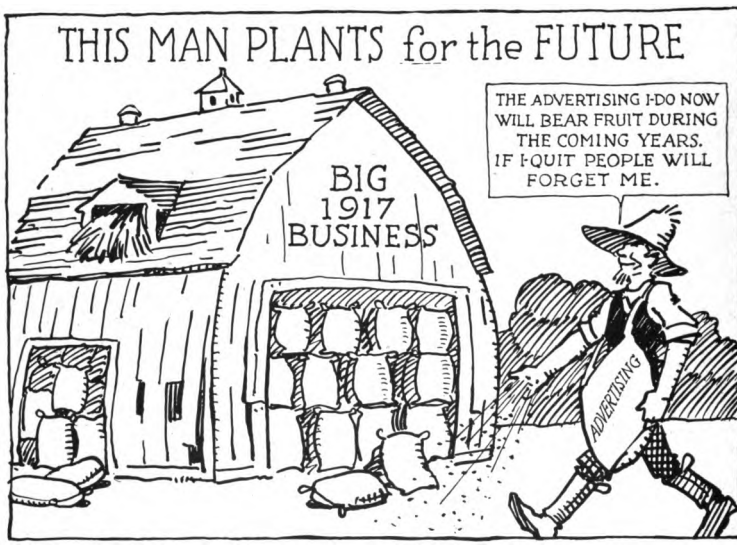
(6) Less eye fatigue in viewing pictures.

For any further informaton, consult Nela Specialties Division, Nela Park, Cleveland.

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THE SLACKER AND THE SOWER

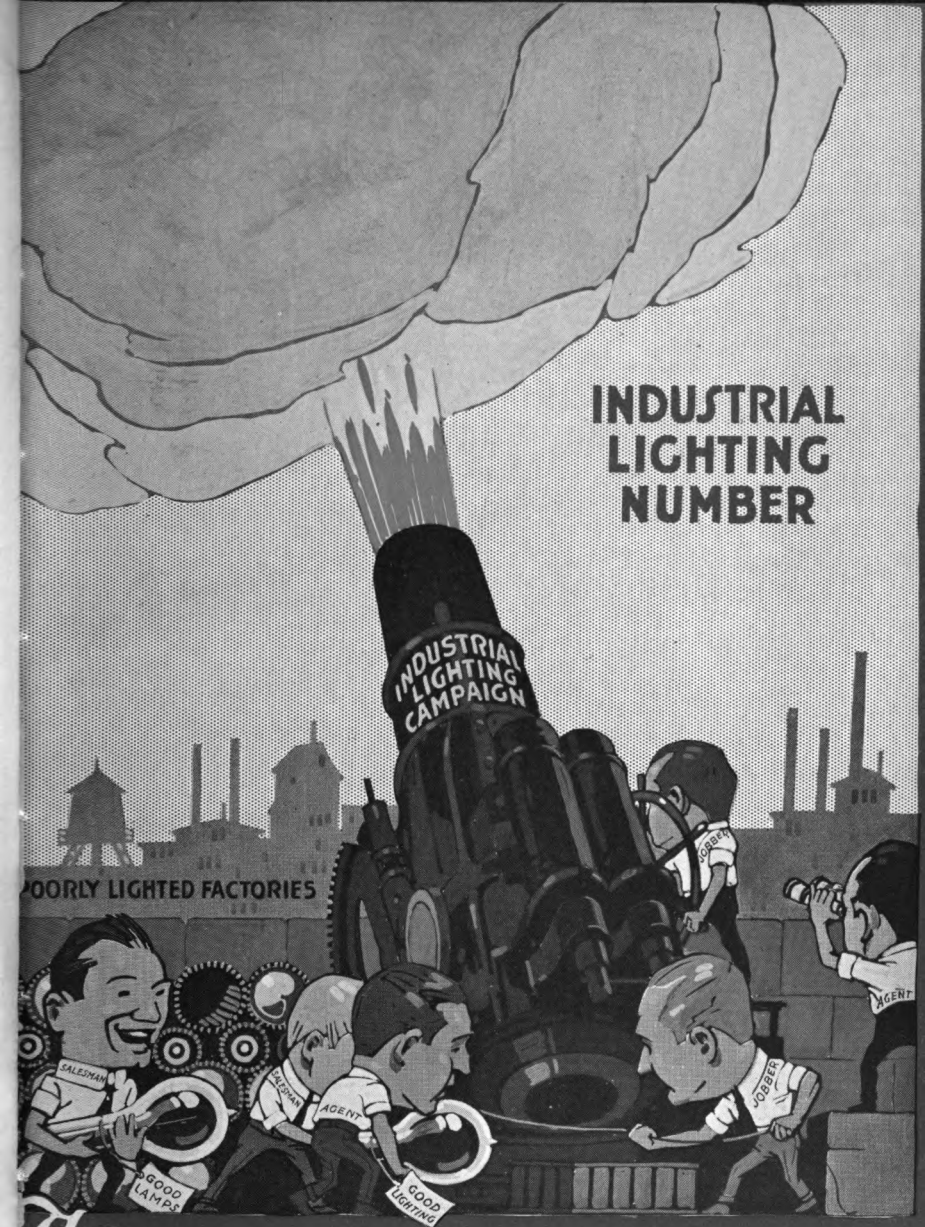




THE artist has given us in the above contrasting pictures an interesting study in human nature. The farmer in the upper picture signifies the man who lets the bottom drop out of his newspaper advertising, neglects his window display, ceases to advertise in the movies — virtually lets the public forget all about him, in his present prosperity foolishly thinking that he can later recover without great expense any prestige that he may lose. Imagine the comparative situation of these two farmers in a couple of years from now — the planter with his barns bulging, the other fellow down at the heel, and you will be more firmly convinced than ever that one of the best slogans for the present time is "*Keep Right On Advertising.*"

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The Stimulator

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October 1917



THE good work continues. The first two *Saturday Evening Post* pages of the NATIONAL MAZDA message for better lighting, to help the nation's industries keep pace with continually growing demands, have done their work. The third will appear in *The Post* for October 6. This is only half of the strongest series of Better Lighting Lessons to point the way to greater production and better products. More are coming, of interest alike to industrial executives and home managers.

If you are to gain the full benefit of this tremendous bid for business, you must ally yourself with it. You must use the means provided for making yourself the lighting authority in your locality. The advertisements refer to the local agent for NATIONAL MAZDA lamps. Make this designation refer to you by your use of mail campaigns, newspaper advertising, window displays, and, most important of all, your personal work in placing modern, production-increasing lighting in the industries of your city.



National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits and to Cement Our Friendliness—Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland. Edited by its own readers, and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors.

VOLUME VI OCTOBER 1917 NUMBER 2



KEEP AN EYE OUT FOR FUTURE BUSINESS

IN times like these when deliveries on almost all classes of goods are uncertain, and at best unusually slow, the suggestion to seek obligations for the future may, at first thought, seem like unwisely adding a load to an already burdened back.

Rare is the merchant in any branch of the electrical industry who is thoroughly satisfied with market conditions. Prices, deliveries and quality afford plenty to occupy the time left after pressing business has received due attention. So why incur obligations for the future?—for the same reason that a wise man lays by something for a rainy day.

Present conditions will not always continue. Many a merchant who is pressed to care for immediate business will nevertheless do wisely to look into the future toward the time when supply and demand in the world markets are more nearly normal. Future delivery orders are very desirable; they assure future business and afford a gauge for future activities. What is still more important, they keep the merchant's name actively before the purchaser, an asset of considerable value. Keep an eye out for the future.

SEMI-ANNUAL INVENTORY OF STOCKS, SEPT. 30

ALL agents for NATIONAL MAZDA lamps will be taking a complete physical inventory of MAZDA lamp stocks as of September 30. Incidentally, the inventory date falls on Sunday, a circumstance that should prove an aid toward accurate information as to the condition of stocks. An inventory on Saturday, September 29, with due account of the current day's sales, will be the information desired.



Get an Accurate Inventory

Until this year, the dates for taking semi-annual inventory were December 31 and June 30. We believe you will find September 30 a much more convenient time. Let us all aim for well-trimmed stocks and make a dead-accurate, reliable inventory.

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TO MAKE NATIONAL MAZDAS IN MINNESOTA

BIG FACTORY SOON TO BE OPENED, PROVIDES A NEW DISTRIBUTION POINT FOR NORTHWEST. DELIVERY SITUATION IMPROVED

WITHIN the next two months a large new factory building, three floors and basement, nearly 150,000 square feet of floor space, a model industrial structure, will be completely equipped for the manufacture of NATIONAL MAZDA lamps. This new plant, with additions to other factories, will increase the output of NATIONAL MAZDA lamps considerably and improve lamp deliveries all over the country. The capacity of the new plant will be as great as that of any existing factory.

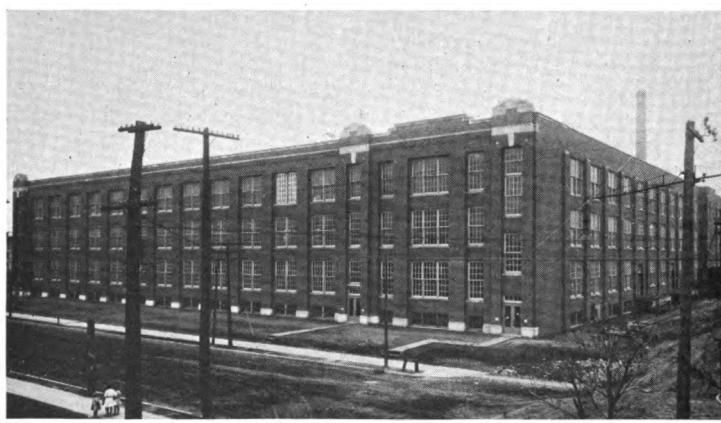
INCANDESCENT LAMPS AS MERCHANDISE

CENTRAL STATIONS SHOW GROWING TENDENCY TO REGARD THEM SO

CAREFUL investigations, made at intervals of two years, prove beyond doubt that there is a decided tendency among the central stations of this country to regard incandescent lamps as merchandise, and to distribute them, if at all, at the same prices as those charged by the manufacturer and his agents. Although in all cases of this kind the central stations have acted entirely of their own volition, it is not difficult to discern reasons for their policy.

In the first place, they feel that it is to their interest to have live, aggressive agents working in the territory they serve. Many new sockets will be created and kept filled by such agents in their endeavor to merchandise lamps — sockets which the lighting company, were it to close all other local channels of lamp distribution, might never be able to create. Every central station can make use of all the goodwill obtainable, and a body of co-operating lamp agents certainly spells Goodwill with a capital G, as witness the city of Cleveland, with the largest and livest Electrical League in the country.

Now that the lamp manufacturers have extended their agency plan of doing business, enabling the central stations to enjoy its benefits, in all probability many more lighting companies — particularly those who have the nice problem of covering the high cost of everything by a rate pre-shrunk to suit a public service commission — will feel that the time has come for them to separate their transactions in lamps from their sale of energy, and put the distribution of lamps in their towns on a uniform merchandising basis. They appreciate that the lamp manufacturer has a direct interest from an investment standpoint in promoting the stock turnover of every one of his agents — those that are central stations as well as those that are not — and will spare no assistance that will help such agents extend the market for artificial light.



This New Minnesota Factory Will Soon Turn Out 1,500,000 NATIONAL MAZDAS Every Month



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MAZDA C-2 LAMPS OR TRUTINT GLASSWARE?

THE PURPOSES OF THE PRINCIPAL SOURCES OF FILTERED LIGHT

By C. W. Bender

IT is the purpose of this article to discuss the application of MAZDA C-2 lamps and Trutint Glassware, each in its proper field, in answer to the often-repeated query, What is the difference between Trutint Glassware and MAZDA C-2 lamps and where should one be used in preference to the other?

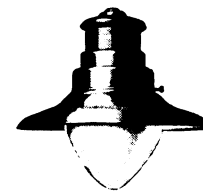
First, a brief description of each. Trutint Glassware is the name of a line of glassware of two color standards and several shapes and styles, developed by the Nela Research Laboratory, to modify the light from MAZDA lamps to a tone of daylight. Two general types are available; one called Noon Sunlight, for general illumination, and the other the Nela Color Matching Unit, for close, accurate inspecting, selecting and matching.



C. W. Bender

MAZDA C-2 lamps depend upon the color and composition of the lamp bulb to filter out the excess of certain colors in the light emitted by the filament of the lamp. MAZDA C-2 lamps are suitable where filtered light is desired for general illumination. Noon Sunlight Trutint Glassware for modifying MAZDA C light to the color value of light from a clear sky, with the sun at its zenith, was developed for lighting where unusually good color value is desired. It is recommended for such places as lithographing plants, automobile body paint shops, railroad car paint shops—wherever the general lighting must be of the quality of sunlight, and a change in fixtures and glassware is possible. This Glassware is independent of special lamps and may be used with any MAZDA C lamp burned at rated voltage.

When used with MAZDA C lamps, Trutint Glassware absorbs approximately 65 percent of the total light of the lamps. Therefore about three times as much wattage is required for a certain intensity of illumination as would be necessary with MAZDA C lamps in good steel reflectors. Good diffusion is obtained with Trutint Glassware as the line consists entirely of totally-enclosing glass units.



Trutint Unit (Noon Sunlight)

Light from the north sky is the most constant of all natural light. Therefore it is universally adopted as the light for exact color matching. Nela Color Matching Units modify the light from MAZDA C lamps to the quality of north skylight.

In filtering the excess red and yellow rays from MAZDA C light about 85 percent of the light is absorbed by the Nela Color Matching Unit. The high absorption indicates how much MAZDA C light differs from north skylight. The unit consists of a steel reflector, of sufficient size to accommodate a large MAZDA C lamp, with a concave plate of Trutint glass fitted over its mouth.

The unit concentrates the light within a small area, and as work requiring the exact matching of colors usually requires a high intensity, a 400 or 500-watt MAZDA C lamp should be used.



Nela Color Matching Unit

Only Nela Color Matching Units should be used where accurate color matching is necessary. This is required at silk counters in

(*Continued on page 7*)



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WAITING OPPORTUNITIES *in* STAINED-GLASS WINDOWS

MILLIONS of dollars have been expended for stained-glass windows by churches, cathedrals and public buildings of various kinds. Under present conditions these beautiful works of art, including many superb memorials, are robbed of their color and charm as often as the sun sets. Now, by means of flood lighting their expressiveness can be extended into the evening hours.

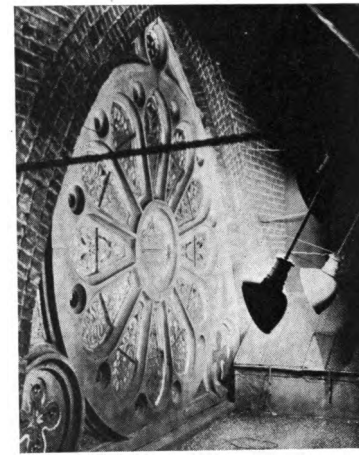
One of the most valuable helps in this connection is the MAZDA C-2 lamp, with which the effect of sunlight streaming through a window can be duplicated.

A pioneer "window daylighting" installation was dedicated on Easter Sunday, when the MAZDA C-2 lamps back of the eight-foot "Rose Window" over the chancel of the First Baptist Church, Cleveland, were officially turned on. Three 600-watt MAZDA C-2 lamps in No. 741 ("tennis lighting") reflectors, tilted at an angle of 30°, were used by C. L. Dows and R. E. Scott, who jointly engineered the installation.

The wiring was done by the Enterprise Electrical Construction Co., Peerless lamp agents. The colors of the window, including the rich greens and blues of the foliage, are brought out in a way that elicits many appreciative comments. "The Church with the Flood-Lighted Window," or some similar slogan, will be featured by the church officials in promoting attendance at evening services. A somewhat similar campaign has been undertaken by a church in San Jose, Cal., which is featuring the lighting of its "Resurrection Window" in local notices on its evening services.

Evidently the most practical way of getting the churches to adopt flood-lighting installations is to suggest them when arrangements are being made for some entertainment or other special event. Seldom, indeed, will trustees or other church authorities permit an installation to be taken out, once its beautiful effect is observed. Paul Tafel, of the H. C. Tafel Electric Company, Bryan-Marsh agents, informs us that a window back of the altar in a prominent Louisville church was flood-lighted for a wedding. The effect produced by a large MAZDA C lamp with reflector, focused on the window from the outside, he describes as "most beautiful."

The possibilities in art window lighting are not confined to religious institutions. To cite one instance of its application to other classes of buildings, the Worcester (Mass.) Electric Light Company recently illuminated a stained-glass window in the Worcester Art Museum. According to R. W. Rollins, president of the company, this window, made by Lafarge, of New York, is the most expensive for its size in the United States. It measures 20 inches by 40 inches, and cost about $7,000. Owing to the density of the glass, the window could be seen in its full beauty only on bright, sunny days. To supplement Old Sol, a 500-watt Bryan-Marsh MAZDA C lamp in a G-E "L-3" flood lighting projector was located about 15 feet from the building, so as to project its direct rays toward the glass. All serious difficulties were easily overcome.



Flood-Lighted Window of Cleveland Church

Take a census of churches and other buildings with decorative windows, and lay plans for putting across the lighted window idea.



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IT is with a feeling of personal loss that we record the death of Burt H. Durbin, Bryan-Marsh salesman, who lost his life in an automobile accident near Pittsburgh. During the five years that he had been connected with the organization, his enthusiasm, optimism and companionability had made him a legion of friends throughout the western and southwestern states where he was so well known.

The Milnor Electric Company, Cincinnati, entered the electrical jobbing field on July 1st. The company is distributing Peerless MAZDA lamps. Mr. L. P. Milnor, manager, was associated with the Western Electric Company, Inc., for 20 years and for 12 years managed the Cincinnati branch of the company. Mr. W. D. Jackson, formerly lamp specialist for the Western Electric Company at Cincinnati is in charge of the Milnor Company's lamp business.

Mr. R. C. Sperry, former Brilliant Division salesman, and Mr. Wm. Bittner, former purchasing agent for the Union Electric Company, Brilliant agent, Pittsburgh, have formed a partnership in the electrical supply business in Pittsburgh. Success to the new firm.

MAZDA C-2 Lamps or Trutint Glassware?—(Continued from page 5)

department stores; the selection of cigars in cigar factories; the perching of dyed textile; the color-mixing room of paper mills and dye houses; grading of flour, cotton and tobacco; matching of artificial teeth; selection of pigments in the manufacture of paints, inks and dyes; coffee and peanut roasting plants and other places where exact color discrimination is important.

MAZDA C-2 Lamp

The development of Trutint Glassware caused a demand for a lamp which would accomplish a similar result, so that existing MAZDA C installations could be converted to installations giving a fairly-good color quality without the necessity for scrapping reflectors and other equipment. To this end the MAZDA C-2 lamp was developed.

The filament temperature of the MAZDA C-2 lamp is higher than that of other lamps, which improves the color quality of the light. The bulb is of such composition as to filter the light to the color value of average daylight. The bulb absorbs approximately 35 percent of the total light emitted by the filament.

To replace MAZDA B (vacuum) lamps with MAZDA C-2 lamps and secure an equivalent degree of illumination, about 25 percent additional wattage is required. To replace MAZDA C lamps with MAZDA C-2 lamps and secure an equivalent degree of illumination at least 50 percent more wattage is required.

A broad field is open to the MAZDA C-2 lamp. It may be used for general lighting wherever light of average daylight quality will promote efficiency and give better satisfaction than raw light from MAZDA B or MAZDA C lamps. This includes factories, offices, department stores, display windows, cigar stores, jewelry stores, meat markets, art galleries, tailor shops, hospitals, florist shops and numerous other locations.

It must be remembered that where very accurate color perception is necessary MAZDA C-2 lamps are not recommended.

Conclusion and Summary

In conclusion, the following summary will serve as a guide to the selection of the proper unit. Where a general daylight effect is desired, use MAZDA C-2 lamps. Where more nearly accurate color distinction is desired and existing fixtures will permit a change of glassware or where a change of fixtures may readily be made, use Trutint Glassware. For accurate color perception, use only Nela Color Matching Units.



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A FINE service for a lamp agent to render his country from now until January first, is to labor unceasingly selling better factory lighting. Next to the vast resources of this country in men and materials, it is factories that count in the war and in supplying them with better lighting you are making them more productive, you are surely helping win the war.

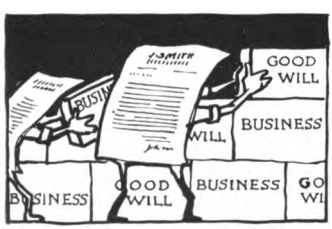


Fortunately here is a case where patriotism and profit go hand in hand, and at this time there is no line of electrical business which offers a surer profit than industrial lighting. Because of the enormous factory expansion which has taken place in the past two years, requiring more than a billion dollars' worth of new buildings, not to consider the overcrowding of old factories, there is crying need of better lighting. In the haste to increase the output of factories and to turn out new products, almost any makeshift in the way of lighting has been adopted.

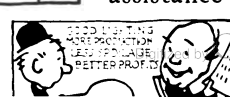
Makeshift lighting and obsolete equipment so seriously hamper factory production that the time lost may easily be from 15 to 30 minutes per day of each worker's time. The average cost for installation and operation of good lighting equipment, on the other hand, is a paying investment if it saves but four minutes a day for workers.

The progress of the campaign which started September 1 has been very satisfactory. The number of lamp agents and distributors who have sent in lists of factory executives, to whom we are sending industrial lighting letters and booklets, exceeds the number who took part in last year's campaign.

We are gratified to find that these letters, on agents' letterheads and over their signatures, rather than ours, are bringing business and building goodwill for our agents. Especially is this true for agents who are following up these letters and booklets by calling in person on the factory managers whose names they have sent us.



The sales and engineering assistance offered this fall on



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industrial lighting has been particularly complete and agents are making extensive and profitable use of this timely service.



Two of the series of *Saturday Evening Post* advertisements have already appeared and many more are scheduled. The excellent window display, accompanying the September 22 ad, is remarkably striking and causes much favorable comment.

The booklet "Better Factory Lighting" and the Corte-Scope, with sets of pictures showing good factory lighting, have made it easy for any agent to talk better factory lighting in an interesting and convincing way. Finally, the booklet "Modern Factory Lighting," and the Foot-Candle Meter have helped greatly in making it easy to plan a good factory lighting installation and in checking the uniformity and intensity of illumination actually obtained.

It is very evident that immensely greater sales of lamps and other lighting equipment might be made at this time to American manufacturers if the production of these goods were equal to the demand. However, the fact that it is hard to get enough lamps, wire, sockets and other materials is no reason for missing the great opportunity to profit on factory lighting. If you are oversold, you are probably in no worse position than the manufacturer to whom you are trying to sell better lighting. It is, in fact, better to be oversold than to have cobwebs gather on your stock, and as far as stock is concerned, you are no doubt better prepared to supply MAZDA C lamps needed for factory lighting than MAZDA B lamps for other classes of lighting.

The best months for industrial lighting are still before you and there is a pretty profit to be had for the taking. Everything that can be done in the way of sales and advertising help, we are doing or are ready to do for you, if you'll say the word.



Get busy before the dark days come — before the Christmas rush. Call on your local factory managers while you have pleasant weather for this work. You'll find sales surprisingly easy to make. Although unusually

(*Continued on page 10*)



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WARTIME DELIVERIES

TO judge by the Electrical World's weekly reports of trade conditions, deliveries on electrical goods are now far behind their normal periods in all sections of the country. For example, we read the following from Seattle: "Demand for heating appliances, fair, but delivery very slow;" "Power cables show fair demand, but delivery slow." From St. Louis: "The thing that most forcibly impresses one who makes an analysis of conditions in the St. Louis territory is the almost universal complaint of 'slow deliveries.'"

From Atlanta: "The industrial motor demand is lessening. Deliveries, however, show no improvement. There is a strong buying movement in transformers, and stocks are badly depleted in the smaller sizes." "Deliveries in all lines of supplies will probably be slow for some time owing to manufacturers giving preference to government orders." From Boston: "Conduit stocks are becoming low; deliveries are very poor and the situation is trying."

From Chicago: "Production is the main problem at the porcelain insulator factories." "The _____ Company has increased its clay-conduit plant capacity 66 percent, and is finding it necessary constantly to quote higher prices to all except its larger contract customers." From New York: "Distributing transformers are hard to get. Some of the large companies, it is reported, have sold their outputs for 12 months ahead." "It is reported that one of the large manufacturers of motors is spending considerable money in making numerous plant extensions in order to take care of present unfilled orders and expected near future demand."

That last statement might with equal truth have been made concerning incandescent lamps, in which field strenuous efforts are being made to bring the supply up to the demand, although deliveries are still far behind orders — particularly of miniature lamps.

In such a situation there is, of course, nothing to gain and much to lose in "shopping around" from manufacturer to manufacturer. The factories will quite naturally favor their present customers in preference to new and possibly "transient" applicants. By the same token, each Lamp Division has every incentive to give its present customers the best service possible under these war conditions. Keep this principle in mind as regards all of the electrical lines that you handle, and throughout our national crisis bear with the manufacturer, who is doing his best to fill orders promptly in the face of conditions the like of which the manufacturing world has never before had to combat.

Why You Should Take Part in the Industrial Lighting Campaign
(*Continued from page 9*)

active during the past two years, industrial construction is at present decreasing. However, sales opportunities are not limited to new structures; there are many opportunities in the lighting of old buildings being wired for electricity and in the improvement of existing installations where lighting is inadequate. You'll do well to take future delivery orders and line up business for the time when delivery conditions are relieved. Renewals will always be required and a good list of first-class lighting installations to maintain will be a valuable asset in the future, as it is now, for new business opportunities may not always be as readily sighted as at present.


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WHAT'S NEW in the Lighting World

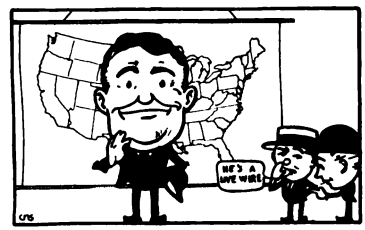
POPULAR LAMP AND LIGHTING LECTURES

PERHAPS you have been asked at some time or other to address the Chamber of Commerce, the Manufacturers' Club, Electric Club or even a class of high school students, on some phase of the lamp business. Very likely you declined the honor as something unpleasant for which you would need a deal of preparation in order to make a good talk.

As a matter of fact, the prestige you would gain in making such a talk would be worth many dollars to you in lamp sales. It is just such things as this that put a man on the map — give him a live reputation.

To aid you in this work, our technical writers have prepared a series of lectures with lantern slides and samples of lamp parts, and a lecture to accompany a moving picture film showing how lamps are made.

Any of these lectures, with the film, lantern slides or lamp parts and lantern, if needed, will be loaned you. Write to your Sales Division headquarters and lecture material will be forwarded you at once. If stock lectures will not fill your requirements we will be glad to prepare something that will. Following is list of stock lectures now available. 1. The Development of the Incandescent Lamp (Lantern slides). 2. The New MAZDA Lamp (With demonstration kit of special lamps). 3. The Newer MAZDA Lamps and Some of Their Applications (Lantern Slides). 4. The Manufacture of a MAZDA Lamp (Lantern slides or lamp parts).



Put a Man on the Map

5. History of Artificial Illumination (Lantern slides). 5a. A Popular Resume of the History of Artificial Lighting. 6. Miniature Lamps and Their Uses (Lantern slides). 7. Industrial Illumination (Lantern slides if desired). 8. Store and Show-Window Lighting (Lantern slides if desired). 10. Hints on Illumination in the Home (Lantern slides). 11. The Making of a MAZDA Lamp (moving picture film).

WATCH FOR HYLO MAZDA IN MAGAZINES

BEGINNING in the October numbers, Hylo MAZDA lamps will be advertised in six prominent national magazines: Cosmopolitan, Review of Reviews, American Magazine, Good Housekeeping, System and Saturday Evening Post.

This nation-wide publicity for Hylo lamps is designed to aid dealers in building up a greater market. A series of placards for window and store display is being provided for dealers by the Economical Electric Lamp Division, 25 West Broadway, N. Y. Now is a good time to push Hylo MAZDA sales.

IT SELLS AN EXTRA LAMP FOR AUTOMOBILES

THE Flaglite Company, Cleveland, is marketing a device for automobiles called the Flaglite, consisting of a polished-metal, waterproof projector, 2½ inches in diameter, a clamp for attaching it to the radiator cap, and a 6-inch x 9-inch silk flag on a 14-inch staff. Light from a miniature lamp, of the same size as used in the side lights of the car, is projected upward in a beam of sufficient width to illuminate the entire flag. The device has been thoroughly tried and has proved satisfactory. It retails for $2.00. Ask the Flaglite Co. for further information.

SCRAP HEAP
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Your Thanksgiving NATIONAL MAZDA Sales Window

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Your Thanksgiving NATIONAL MAZDA Sales Window



4-inch, 1-column Newspaper Ad Plate No. 18001
(Use the Enclosed Post Card)

AS a progressive merchant, if you sell MAZDA lamps you are a merchant, you use your shop windows to *sell* goods, not alone to display them. I have some material which you can use to good advantage for stimulating NATIONAL MAZDA sales during the Thanksgiving season. The entire *lamp selling outfit* for the window includes real pumpkins, paper pumpkins, corn stalks, a big turkey lithographed in colors, lamp cartons and lamps. Of these things I will supply the turkey cut-out and the pumpkin placards with the messages that set forth the advantages of MAZDA lamps.

You have the cartons and lamps and can easily secure the farm products, for it's the Fall season, Thanksgiving time when people can't put off any longer getting lamps for the empty sockets in their homes. Darkness comes earlier — the warm home is very popular — more time is spent indoors — light is needed more than ever. Children are busy with school books — its the time to sell lamps.

Use the enclosed post card to request the materials. Thanksgiving falls on Thursday, November 29. Have your window ready at least a week earlier, Wednesday, November 21.

A one-column cut which ties up with this window is waiting for you to use in the newspapers. A lantern slide to use in the moving picture theatres is also ready. Use the post card for making your request.

Yours truly, *ZIM*

A Five-Dollar Bill for the Best Thanksgiving Window

FIVE dollars is offered for the photograph of the best NATIONAL MAZDA Thanksgiving Sales Window, using the materials offered here and anything else desired. One dollar will be paid for each 8-inch by 10-inch photograph entered in this contest.

Photographs must be submitted to the *Stimulator* on or before December 15, 1917.

ZIM

(Note—All photographs to be made at the contestant's expense. No photographs will be returned.

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"Do It Electrically" Slogan of the West

Electrified Homes in Pacific Coast Cities. Electric Service to Homes in Outlying Districts

THROUGH the courtesy of the city of Seattle Lighting Department, the *Stimulator* is enabled to show a glimpse of the interior of one of the complete electric homes, of which there are many in Pacific Coast cities. Unlike cities in the East and South, where candles, coal oil and gas preceded the coming of electric lighting over a hundred years, the question in the younger western cities is not "Is the house wired?" but, "How completely is it wired?" "Wiring campaigns" in these cities are not efforts to sell electric service to non-users, but to intensify the service already enjoyed, and make all new installations as complete as possible. The unwired building is unusual in most towns west of the Rockies. Many central stations carry electric service far from the natural limits of their territory to outlying homes. Such service, though perhaps showing little or no cash profit builds good will for the company and, what is just as important, protects the property from competition.



Dining Room of an Electrically-Equipped Home

The photograph shows a view of the dining room in the home of Mr. Burton R. Stare, president of the Northwestern Supply Co., Packard agent, Seattle. On the wall, at the left, the marble cabinet and thermostat control for the electric heating system are visible. Like many others, Mr. Stare's home is completely electrified, heating, cooking, cleaning, lighting, washing, sewing and many other household operations being performed electrically.

An idea of the extent of electrical service in western cities is gained from the fact that in Seattle, a city of approximately 250,000 population, the City of Seattle Municipal Plant now has over 43,000 resident consumers.

Selling More and Larger Lamps

AN analogy which aptly presents reasons why manufacturers should use more and larger lamps in a well-arranged lighting system, is supplied by Mr. E. O. Malott, of the Engineering Department. Perhaps you can make use of it.

"The United States government maintains a reclaimation bureau whose work consists of reclaiming barren lands. In their original state, some of these lands produce a certain amount of crops — at least enough to repay the agriculturist for his time. When water is turned into the fields, the yield is increased very greatly.

"The employees of a manufacturer may be compared to these lands. They produce enough goods to keep the manufacturer in business, yet if these same men were "irrigated" with light, how much more and how much better quality they could produce!

"Sometimes the lands get too much water in spots; this is analogous to the glare of too much light in one spot. In successful irrigation the water channels are laid out with a proper regard for engineering knowledge and the same should be true in the layout of an illumination system."



LIGHT—HIS WORST ENEMY



Kaiser: Von Hindenburg!

Von H.: Yes, All-Highest!

Kaiser: Withdraw 10,000 of your brainiest men from France immediately; start training them as industrial lighting experts and send them around to sell our factories better light. We got to outshine these American fellows or — Mein Gott, who knows?



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Have You Taken Out "Success-Insurance?"



OVER 175 merchants per month, on an average, are appointed as "probationary agents" and start handling NATIONAL MAZDA lamps on that basis. Are you one who has so started, recently? If so, we, as lamp manufacturers, want to do our part in helping put you on the Road to Successville.

We realize, as you do, that you have difficulties to surmount, especially if competition is already keen in your territory. While the lamp business offers every reward to the merchant who will grow, and keep growing, that is "more easily said than done," for to push lamps successfully in these days requires special knowledge.

There is a big gap between the up-and-coming, successful lamp agent and the one who just "dodders along." The difference is largely a difference in experience, and experience is just what the beginner lacks.

Perhaps you would like a little handbook that will give you, in condensed form, the experience of agents who have already become very successful.

Fortunately there is just such a book published, under the title "HOW TO SUCCEED AS A MAZDA LAMP MERCHANT." It can be obtained if you will write to the manufacturer whose particular brand of lamps you handle.

This may be the first issue of the *Stimulator* you have received. Others have been getting it for over five years. The "How to Succeed" book contains the cream of all that has been published in the *Stimulator* during that time. It is thoroughly illustrated and handily indexed — an easy book to read.

Following are the chapter headings:

I	The Lamp Merchant's Business Relations with Those Who Supply Him.
II	Introducing "Colonel Bogie"— A Most Valuable Business Partner.
III	Where to Sell Lamps.
IV	Facts About MAZDA Lamps.
V	More Facts About MAZDA Lamps.
VI	Beating Competition by Building Prestige.
VII	Helps in Selling and Advertising.
VIII	Turnover — A Vital Factor in Merchandising.
IX	A Visit to Your Own Store.
X	Succeeding in the Lamp Business.
XI	Automobile and Other Miniature Lamp Merchandising.

Invest a two-cent stamp in success insurance today — while the matter is fresh in mind!

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The Stimulator

November 1917

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WILL THIS BOND ISSUE SELL?

Only a Solid "Yes" Can Insure Permanence of Civilized Institutions

★

PEACE, by its very definition, depends on co-operation and harmony. War comes through loss of co-operation. And yet, curiously enough, only by co-operation can war be waged successfully and victoriously, so as to make peace possible again. The final result of the spirit of co-operation must always be peace, even when peace can come only by crushing force with force. Doubly-concentrated co-operation is needed to win the present war, and the call of the Second Liberty Loan will ring with special emphasis in the mind of every lamp man, every electrical man, who has learned the power of co-operation.

Inasmuch as the electrical industry is the leading modern example of prosperity through co-operation, there can be no doubting the readiness with which electrical men will now co-operate by unstintedly taking up the latest offering of U. S. bonds.

The spirit of doing-together that pervades the electrical world is well shown in the work of such organizations as the National Electric Light Association with its Lighting Sales Bureau and other co-operative activities; the Society for Electrical Development, which prompted us all to pull together in "America's Electrical Week"; the national organizations of the jobbers, the contractors and the electrical engineers; the Illuminating Engineering Society and many other bodies of scientific and commercial people who believe in joining forces for worth-while purposes.

Do you remember how co-operation helped in raising the $30,000 that flood-lighted the Statue of Liberty? An enterprise a millionfold more important now needs your support, for the safety of civilization itself is at stake. Without the strong arm of the Republic, all property and assets — real or personal, tangible or intangible — would be worth nothing, for they could all be wiped out or despoiled by the invading armies of ruthless autocracy.

Invest again then, in the one agency on which you must depend for the protection of that which is dear to you — the Government of this Land of the Free.

TAKE YOUR PART IN THE SECOND LOAN—TODAY!

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National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits and to Cement Our Friendliness—Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland. Edited by its own readers, and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors.

VOLUME VI NOVEMBER 1917 NUMBER 3



THE FUTURE IN MAZDA MERCHANDISING

FOR years to come, regardless of the turn of world events, industrial activity in the United States will continue unabated or will be on the increase, in the opinion of men in touch with conditions and acquainted with the trend of the times. To supply a world market, American industries will be taxed to the utmost, even after other nations have again started on the way to normal industrial activity.

Anything tending to improve production, reduce waste and increase the supply of useful goods is hailed just now as of utmost importance. Good lighting certainly comes within this classification, for adequate lighting has received almost world-wide recognition as a necessity to industrial efficiency.

The future, as well as the present, bears great promise for the MAZDA merchant who is alive to the possibilities in the merchandising of lamps and the infectiousness of the doctrine of adequate lighting and its relation to efficiency and prosperity. With a product of continually increasing importance, which is always being developed to cover a larger field (MAZDA C-2 lamps and the MAZDA C lamp for moving picture projection are recent examples), MAZDA merchandisers can hardly fail to realize very gratifying returns. In your efforts to put MAZDA lighting in every industrial plant in the country you will continue to have our unstinted support. Educational advertising, mailing campaigns, practical selling helps for the salesman and the shop are constantly at your service to help you spread the doctrine of better lighting and increase your MAZDA profits.

A HELP TO GAIN THE CHRISTMAS TRADE

THE main effort of the Commercial Section, N. E. L. A., toward "electrifying" the 1917 Christmas is centered in a Christmas booklet, "Gifts Electric," which was announced to the trade a few weeks ago. "Gifts Electric" is a booklet, 16 pages and cover, 3½ x 5½ inches, printed in holiday colors, red, green and gold, designed to interest the layman in electrical devices as Christmas gifts. It is a handsome booklet, well prepared, something that any electrical merchant can hand over the counter to his customers or send to them by mail, confident that it will produce results and reflect credit to his firm.

The Commercial Section, N. E. L. A., 29 West 39th St., New York, is prepared to supply "Gifts Electric" imprinted with your name and address at very reasonable prices, ranging from $16.50 per thousand in quantities of 50,000, to $3.60 per hundred in quantities of 100. The price for 1000 copies, imprinted, is $19.20. Send your order direct to N. E. L. A. headquarters or send it to us with directions for the desired imprint and we will forward it.

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GET THE PROFIT IN MAZDA C-2 LAMPS

SALES POSSIBILITIES HAVE NOT YET BEEN TOUCHED

AGENTS who early fore-saw the profit possibilities in MAZDA C-2 lamps are reaping the benefit of their judgment and foresight. Realizing that MAZDA C-2 lamps are not a novelty but a practical, necessary staple item in the MAZDA list, these agents have presented their qualities and advantages to their customers in a manner to build up a profitable trade and assure substantial future sales.

MAZDA C-2 business is profitable. The price per lamp is greater than that of MAZDA C lamps of equal wattage and the profit is correspondingly greater. Yet MAZDA C-2 lamps sell readily when properly presented to the prospect.

"A demonstration of MAZDA C-2 lamps is worth more toward their sale than volumes of talk," says Mr. H. L. James, of Nela Specialties Division, who surveyed the MAZDA C-2 field and sold thousands of the lamps when they were new on the market.

"The average prospect recognizes the advantages of MAZDA C-2 lighting immediately, if a demonstration is properly made, and he easily grasps the 'reason why' of the results obtained with MAZDA C-2 lamps if explained while actual proof of the salesman's statements is before him."

"Lighting display windows is an effective demonstration of MAZDA C-2 lamps, for windows thus lighted have a decidedly distinctive appearance in contrast with windows lighted otherwise. When making such a demonstration all other lamps must be excluded from the window, as the presence of other light neutralizes the effect of MAZDA C-2 light."

Agents have found that progressive merchants soon realize the distinction MAZDA C-2 lighting gives their shops and are anxious to make capital of it before the use of MAZDA C-2 lamps becomes more general. Go after the biggest prospect in your city first. If you want to know more about making these profitable sales send for the new book, "How to Sell MAZDA C-2 Lamps," a 24-page manual of sound sales information about MAZDA C-2 lamps that tells what to do and what to avoid.

INCREASES EGG YIELD IN WINTER

ELECTRIC LIGHT A PROVED MEANS OF BOOSTING EGG PRODUCTION

TO stimulate food production, in these times, is a patriotic act. Every reader of the *Stimulator* has an opportunity to do his bit in increasing the supply of fresh eggs this fall and winter: we refer to the "forcing" of egg production by electric light in the henhouse. This method has been well known to poultry experts for several years past, but most amateur poultry-raisers know nothing about it. That's where your opportunity comes in.

Mr. G. A. Lowther, of the Sandusky (O.) Gas & Electric Co., writes as follows:

> "During the first 14 days of December, 1916, my 39 hens produced only 49 eggs. I then decided to supplement the sun by electricity. I installed two 50-watt MAZDAS in my hen coop, burning them from 5 to 7 in the morning. This gets the hens up earlier. From 4 to 6 P. M. I burn the lamps again. This keeps the hens up later. From 6 to 6:30 (the sunset period) I burn a 10-watt lamp.
>
> "In the next 14 days, after installing the system, these same hens produced 118 eggs, a gain of nearly six dozen over their previous efforts."

Mr. C. B. Fontana, a prominent poultry raiser of Solano County, California, installed two 25-watt lamps in each of his henhouses, and found the egg production to increase 40% over previous years at the same period, as reported in the National Electric Light Association Bulletin. He turns his lights on at 4:45 A. M. and puts them out as soon as the birds can see.

> "It must be understood," he writes, "that the mere placing of lights in the henhouse is not sufficient; scratching material must be provided, and some grain scattered in the evening so that by the time one is ready to feed the mash, the birds have created an appetite. I have wondered how many there are these very dark mornings who can gather fresh-laid eggs at 6 and 6:30 o'clock."

Mr. A. E. Williams, General Manager of the Colonial Electric Division, calls our attention to a magazine article giving data on the experience of Mr. Geo. G. Newell, of Congress Park, Illinois, in forcing egg production by electric

(Continued on page 10)

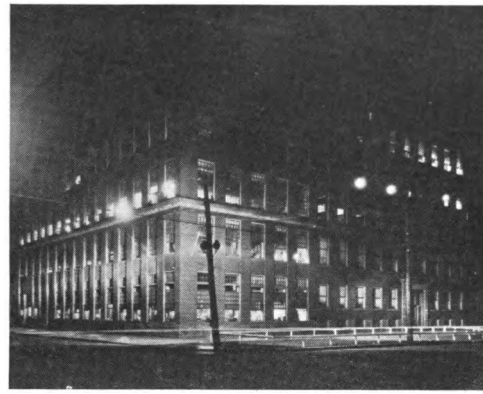
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EXAMPLES AID FLOOD LIGHTING SALES

PLENTY OF PHYSICAL EVIDENCE TO BACK UP SELLING EFFORTS

THE importance of flood lighting which has been so strongly emphasized by military activities throughout the country during the past few months should interest everyone engaged in selling lamps and lighting.

Flood lighting has proved an indispensible aid to the progress of military preparations, the building of cantonments for the draft armies, the harvesting of crops, the training of military organizations at night, the protection of industrial plants, and other activities incident to military progress. The success and importance of flood lighting is being pointed out by all classes of publications; in the newspapers with stories of night activities in camps and in trade papers with discussions of a more technical nature.



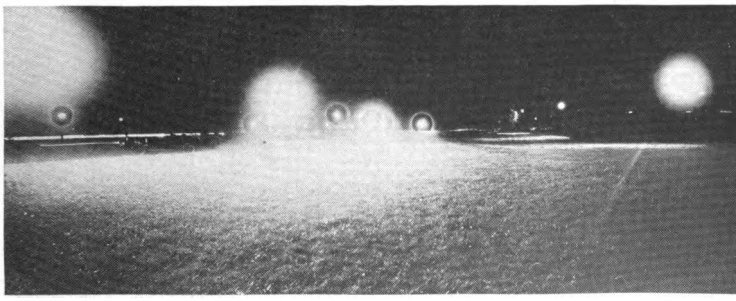
Plant of American Multigraph Co., Cleveland
Protected by Flood Lighting

Introducing flood lighting installations where none previously existed is not difficult. This is proved by the experience of Mr. George W. Rauch, of the Empire District Electric Company, Joplin, Mo., who writes: "After flood lighting a large tank on top of a building, I made a canvass of the city at night and selected the locations that presented good prospects for flood lighting.

"I sent a photo of the tank and a letter to each of these prospects. As a result I sold 10 flood lights in one week and have many good prospects. Before this we did not have a single flood light in town."

The letter Mr. Rauch used is as follows: "We wish to call your attention to the illuminated tank on top of the Inter-State building. The stone work in the front of your building would bring out very beautiful results at night with this system of lighting. You will be surprised at the low installation and maintenance costs of this system. Yours for a Bright Spot."

Protective lighting, the lighting of flags, building fronts, public buildings, parks, construction jobs, skating rinks and many other outdoor locations offer prospects for the sale of a battery of flood lights. It's business worth going after.



Drill Grounds of the Kansas City Business Men's Regiment of the Missouri National Guard; Flood Lighted with Twenty 500-watt MAZDA C Lamps in Ivanhoe Reflectors, Installed by Satterlee Electric Co., Kansas City

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Lamp Outfits for Miners

TO most of us a miner is a man who wears a greasy oil lamp on the front of his cap, but styles in "Mine Millinery" have changed and the old gauze-enclosed oil lamp is being replaced by a small electric lamp operated from a storage battery attached to the miner's belt. Much experimental and development work has been done to make these outfits safe so that there is no likelyhood of a spark or exposure of heated filament which could cause a gas explosion. Several of these outfits using MAZDA miner's lamps have been approved by the United States Bureau of Mines and many are now in use. The demand is growing very rapidly.



Miners with Electric Lamps at Entry of Ford Collieries Co. Mine, Near Curtisville, Pa.

The agent for miniature MAZDA lamps, located in or near a mining community will find it well worth while to make an effort to be first on the ground with these outfits. The renewal business on lamps and batteries alone will prove a big item in profits before many years and the lamp man who gets on the job now is the one who will cash in now and on future business.

Headwork and Bigger Headlight Profits

SALESMANSHIP on the part of Mr. H. K. Powell, manager of the Joplin Storage Battery Co., Joplin, Mo., is making two MAZDA C headlight lamps sell where one MAZDA B lamp sold before. Of course, there is a tidy bit of profit in this for the Joplin Storage Battery Co., as well as a service to customers.

Many cars are still initially equipped by the manufacturers with MAZDA B headlight lamps, so when a new car owner or a new customer comes into the store to replace a burned out MAZDA B headlight, he is at once introduced to the MAZDA C lamp and told why he should use these instead of MAZDA B lamps. The car owner is persuaded to buy at least two new MAZDA C lamps and put away his remaining MAZDA B headlight lamp for emergency use.

Result — a sale of two lamps at 35 cents each, instead of one lamp at 27 cents. Also, a satisfied customer. The Peerless Lamp Division and the Wesco Supply Co. are fortunate in serving such a discerning agent.

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WHAT'S NEW in the Lighting World



The Topic of the Hour

AT the present time, all matters of individual and business interest are of minor consequence as compared to the importance of making the Second Liberty Loan a success. Have you read the first article in this issue (page 2)? If not, turn back and read it.

"How to Sell Mazda C-2 Lamps"

"HOW to Sell Mazda C-2 Lamps" is the title of a live, brass-tacks booklet, just printed, on the merchandising of these profitable daylight-producers. Sales of Mazda C-2 lamps are increasing at an unprecedented rate. Are you getting your share? The booklet will help you line up the pointers about the lamps. Request it of the *Stimulator*.

A Course in Retail Merchandising

ROBERT B. SCHREFFLER, an expert accountant and business analyst, who "for thirteen years has been helping merchants all over the country to make more money out of their stores," has prepared a nine-months' course of eighteen lessons comprising a simple system of record-keeping, combined with a Store Efficiency Plan for reducing overstock, increasing turnover, trimming rising costs and building bigger profits. The course is sold by the A. W. Shaw Company, Chicago (publishers of "System"), for $4.00 per month. The plan "listens good" to us; if interested, write to the Shaw people for a free copy of the prospectus.

"Light Projection" — Bulletin 32

OUR Engineering Department has recently issued a 52-page technical bulletin (No. 32) on "Ligh Projection — Its Applications." Automobile and locomotive headlights, flood lighting, light signalling, searchlights and the projection of transparencies are among the topics discussed.

Society to Feature Electrical Christmas

INSTEAD of an "America's Electrical Week" this year the Society for Electrical Development will concentrate its efforts in a selling campaign to help the electrical industry get its share of the Christmas trade during the holiday sales period, Nov. 15 to Dec. 24. A big broadside announcement of plans was made on Oct. 10, and about Nov. 1 an illustrated "How to" booklet, giving concrete suggestions for selling electrical devices for Christmas gifts, will be sent to the trade. Members and non-members of the Society will be offered window lithographs, window cards, poster stamps, transparencies, etc., without charge.

The slogan of this campaign, "Give Something Electrical This Christmas" will be featured and it is certain that with the co-operation of Society members and the support of the press it will play an important part in Christmas sales.

There is plenty of opportunity for every National Mazda distributor to gain a substantial holiday trade by taking advantage of the assistance offered him. This is a practical year and practical gifts will be the rule; what is more practical than an electrical device!

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WHEN an industrial plant is operating at full capacity throughout the daylight hours, depending almost entirely upon natural light, and still greater production is desired, two courses are open — to increase the plant capacity, or to lengthen the hours of operation. This is exactly the problem a great number of industrial plants of this country have had to face within the past few months, and it offers to the lamp and lighting salesman an opportunity such as it has never before been his good fortune to meet.

When "more production and greater output" is the cry everywhere, every operating plant in the country, as well as those now being built or remodeled, must operate all night as well as all day. The one great and indispensible requirement for high-class and high-speed production is good lighting — not merely *lighting* but *good lighting*— and it's quite safe to say that the better the lighting the better the production as well as the quality, for there is little danger that overlighting will be attempted.

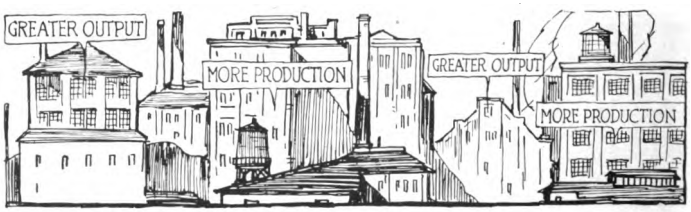
The Great Opportunity is Here

The time is ripe for doing the thing you have long wished to do — increase your lamp sales by more than usual percentages. The opportunities to sell lamps and lighting have never before been so numerous nor has the demand for better lighting ever been so insistent. Men in all walks of life have realized the advantages of good and sufficient lighting from economic as well as hygienic standpoints, and have not hesitated to say so. An analysis of in ustrial accidents in this country and abroad shows conclusively that, as the days grow shorter in the fall and winter, accidents multiply, indicating that inadequate lighting is responsible for the unnecessary sacrifice of life and limb and waste of material.

Such facts as these as well as simple, direct discussions of the relation between the effect of lighting on production and spoilage, and the cost of good lighting as compared with the results obtained, are vividly set forth in a profusely illustrated booklet "Better Factory Lighting."

Those who took advantage of the mail campaign offered at the beginning of this most active industrial lighting season have had the benefit of this book for themselves as well as for their prospects. Those who did not get into the selling effort can secure copies by request. Another book "Modern Factory Lighting," a manual telling how to advertise, sell and install modern, efficient factory lighting is also obtainable upon request.

In Chicago a survey of industrial lighting conditions revealed that only 48 of 229 factories visited had adequate lighting. In Cleveland, of 51 factories surveyed the managements of only 15 were thoroughly satisfied with the lighting. Such conditions as these point the way to every MAZDA merchant. You know where the necessity for lamps and lighting is and it is to your profit to put them there. To help you accomplish your purpose the more readily our big Industrial Lighting Publicity Cam-



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paign has been training its batteries on the light users in the industrial field, preparing the way for your coming.

To Help You Sell Industrial Lighting

Three striking, full-page advertisements in *The Saturday Evening Post*, directed especially to the industrial field, have appeared to interest factory managers and superintendents, as well as the workmen themselves, in good lighting that increases production, preserves health and prevents waste. Pages have also appeared in 12 trade magazines. More are coming. However, sufficient has been done to give you a start.

In addition to the message in NATIONAL MAZDA advertising, the necessity and desirability of adequate lighting have been prominently set forth in the leading industrial trade papers during the past three months; in short, the need for improvement in lighting conditions has been emphasized almost as much as the need for the increased and improved production it is necessary to accomplish. Not even the man who has heretofore accepted poor lighting as a matter-of-course can fail to awaken to the present demand for improvement.

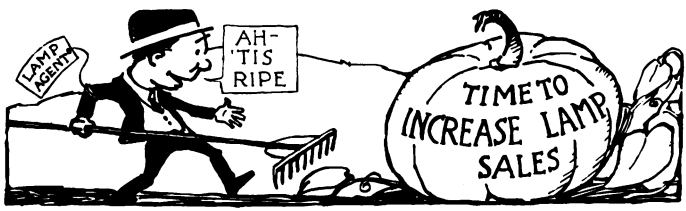
Special Selling Helps

In addition to the window displays, newspaper cuts and lantern slides supplied as a part of the big magazine campaign there are two very material helps, the Corte-Scope and the Foot-Candle Meter, available to NATIONAL MAZDA lamp distributors at low prices. The Corte-Scope is a modern adaptation of the "stereoscope" in compact, collapsible form, for showing views of good lighting installations while discussing illumination with the prospect. "I never realized how much more effective a visualized sales talk is until I began using this," said a successful salesman speaking of the Corte-Scope. "It is the best aid to selling I have ever used." The Corte-Scope, with 25 views, is supplied for $6.50. It will be as useful years later as it is now; it is a splendid investment.

The Foot-Candle Meter is a small portable instrument for measuring light intensity and it is sufficiently accurate for determining lighting conditions almost anywhere. This instrument enables the salesman to demonstrate in the presence of his prospect just what sort of lighting prevails in his plant. Foot-Candle Meters are supplied for $25.00.

Getting the Business

All the helps and aids in the world cannot accomplish the results desired without your personal attention to the prospect. "Helps" are simply what their name implies — things to pave the way and assist in bringing the buyer and seller together on common ground. The personal call is necessary for both to get the full measure of benefit. Use the telephone, use the mails, but to close the deal and assure prospect (and yourself) that his needs are understood, see him *personally*, soon, and make the most of your opportunity while the season is at its height.



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IT'S THE SALES WINDOWS THAT WIN

MAZDA MERCHANTS WHO USE WINDOWS EFFECTIVELY FIND SALES INCREASE—WINDOWS ARE SILENT SALESMEN.

FIRST of all a shop window should be a sales window. A MAZDA merchant put a lot of cartons and lamps in the window of his shop. It was a *display* window. People who happened to be looking in that direction saw the lamps and a very few were reminded that they needed lamps and bought some.

Another MAZDA merchant who believed that windows should pay dividends planned to make them *sell* lamps, not only *display* them. He planned the arrangement of the display; used material supplied by the lamp manufacturer to attract the attention of people on the street and explain the advantage of MAZDA lamps; the entire window was planned to create a desire for MAZDA lamps in the minds of the people who saw it. This merchant called his window a "silent salesman." It improved sales to a considerable extent.

No doubt every merchant who pays any attention at all to his windows, does so with the intention of stimulating his business, but many emphasize the decorative or display features to the neglect of the *selling* features. Seasonable sales windows are a credit to the merchant; evidence that he is just a little ahead of the times, anticipating customers' needs.

Special window features indicating originality and ingenuity are well worth while. Mr. H. C. Herda, Columbia agent, Baltimore, helped his lamp business with a special MAZDA window of which the feature was a series of three round discs, on an upright revolving axis. All sizes of lamps were displayed on these discs and as each lamp passed the center of the window, it was lighted for a moment. Small cards indicated the sizes and prices of the lamps. The window was a huge success.



Headquarters of the Monroe Lamp Company, Packard Agents, New York — Sales Windows Help Their Business

In New York, the Monroe Lamp Co., Packard agents, announces its lamp business with a large painted sign across the front of its building. A MAZDA window helps lamp sales, though this firm does not cater primarily to the retail trade.

Increases Egg Yield in Winter — (*Continued from page 4*)

light. Mr. Newell has written a book, "A Revolution in Egg Production," devoted in large measure to this subject; the photograph on page 14 is taken by permission from his book.

Mr. Newell cites two experiments, in each of which there were about 100 hens; they were fed the same kind and quantity of feed; all other conditions were kept as nearly constant as is humanly possible, except that in 1914-15 electric light was used to lengthen the day. The egg yield in the "lean" months of the two years tells the story:

	1913-14 (No Light)	1914-15 (Light)
September	719	1173
October	237	1520
November	668	1243
December	1057	1207
January	777	1483
Total (5 months)	3458	6626

(*Continued on page 14*)

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EXCHANGE LAMP SELLING IDEAS



WHEN fixtures are equipped to take either of two sizes of lamps the chances are in favor of the larger lamp, if the dealer will boost for more and better lighting, according to Mr. Frank Van Gilluwe, Sunbeam Specialist, Richmond, Va. There's a good idea for selling higher wattage lamps in this.



"It happens that of several standard lines of fixtures, the one for which either a 200-watt or 300-watt MAZDA C lamp is recommended is most popular. Of course, we recommend the 300-watt lamp, which has a Mogul base, but if the customer insists on a 200-watt lamp, which has a Medium Screw base, we always recommend a Mogul receptacle with a reducer from Mogul to Medium base. If followed up, a customer using 200-watt lamps will change to the 300-watt size, and finds his fixture already equipped to accommodate them. Incidentally, we don't sell many reducers."

Keeps Signs Bright

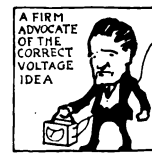
In Atlantic City electric signs are always bright, because Mr. John A. Watt, of Colonial agents Albert D. Manning Co., recognizes a sales opportunity on sight. He has built up a good sign lamp business by reminding sign owners of the fact whenever he sees signs with burned-out lamps. "It works; it is an easy matter and everyone appreciates the service. Often sales of other lamps result," says Mr. Watt.



"Sign lamps also afford a substitute for special lamps. Often men with pleasure yachts run in and ask for 12-volt, special, decorative lamps. I have found that the 5-watt, 12-volt, S-14 sign lamp is quite satisfactory in such cases. It pays to be on the alert for this business."

No More Complaints

Mr. J. W. Wickens, who sells Bryan-Marsh lamps in Rensselaer, N. Y., is a firm advocate of the correct voltage idea, for, "satisfied customers help build business," he says. "For some time there had been many complaints about lamps burning out early and no one knew the cause. I secured a voltmeter from the lighting company and made tests. The voltage averaged 120 volts and I, as well as other dealers, had been selling 110-volt lamps.



"I now sell lamps of the correct voltage and complaints are eliminated. It pays to know what voltage conditions are on the circuits where the lamps you sell are used."

Blotters Do Double Service

It's easy to give away advertising literature, but when the recipient gets it as a reward for an effort its effectiveness is greatly enhanced, is the opinion of Mr. Pleasant, of the Pleasant Electric Shop, Dayton, Ohio. Here is his reason, which contains a suggestion many agents can put into practice:



"We have been distributing blotters, advertising Sterling MAZDA lamps, to the teachers in public schools in our neighborhood. The teachers give them to pupils as rewards for good records. Thus they come to the attention of the parents. We have noticed an increase in our sales and teachers report the plan a success."

If you impress your customers with the idea that the literature you distribute has a message for them they are more likely to read it. Merchants who give thought to the distribution of advertising material make the most capital of it and secure the greatest results.

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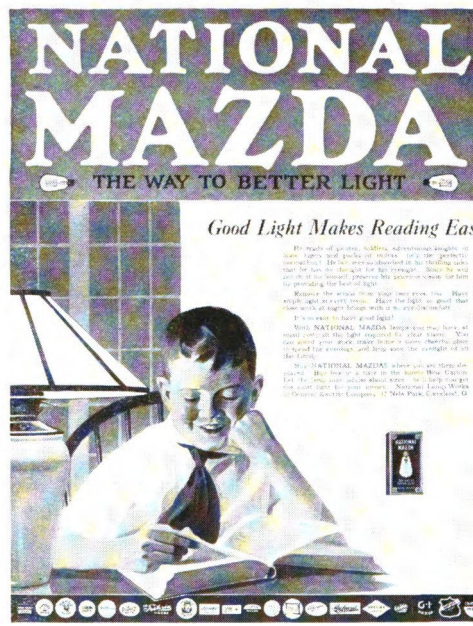


Both Pages Have Drawings by Cushman Parker, Famous Illustrator

The Top Page Appears in Two Colors on October 20.

The Lower Page Will Appear on November 17.

Make Them Work for You; Get the POST Habit Before the Big Spread Appears on December 8



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FINISHING THE YEAR WITH A FLOURISH

CLOSING SERIES OF POST ADS FOR 1917 OFFERS AGENTS CONTINUAL TIE-UP OPPORTUNITIES—GET THE POST HABIT

BECAUSE experience has proved it possible for NATIONAL MAZDA agents to make NATIONAL MAZDA advertising in magazines of nation-wide circulation work for them, we urge you to get the habit of taking advantage of this part of our advertising service.

There is scarcely a lamp purchaser in the country who does not see *The Saturday Evening Post.* You can localize NATIONAL MAZDA *Post* advertising and make it work for you just as if you were paying for those full-page ads yourself. Many agents have done it and many are doing it now. The best part of their experience has been that the more closely they have connected with this service the better the results.

A good plan for every NATIONAL MAZDA agent to follow is to feature NATIONAL MAZDA *Post* advertising in his display windows and newspaper advertising whenever it appears, and that means practically all the time. Two full pages appeared in September, two in October (one in two colors), another will appear in *The Post* for November 17. Then comes the issue for December 8, with the biggest broadside we ever turned loose — a double-page spread in colors! We'll tell you more about that later, and you may be sure there will be something of interest to you.

Your customers are reading the October 20 page now; next they will see the page for November 17 (also shown on page 12), and a little later the final flourish for 1917, the big two-page spread. You can see that the agents who have *The Post* tie-up habit are in line for the greatest benefit from *Post* advertising.

Better let the public know you sell the lamps so well advertised, by using the materials offered in the announcements sent you. If you don't use complete trims and newspaper space at least hang NATIONAL MAZDA *Post* pages in your window with an announcement that you sell the lamps advertised. It pays.

NEW NATIONAL MAZDA PROFIT MAKER SCORES BIG HIT

BUNCHES of letters inquiring about the latest development in the NATIONAL MAZDA Family, the new moving picture projection lamp, have been received and more are coming. One from Mr. W. F. Santisteban, Shelby agent, Columbus, Ind., pretty well expresses the feeling of the trade toward this new NATIONAL MAZDA product, which is destined to revolutionize the picture show business and put more profit in the lamp agents' pockets:

"Just received our copy of the September *Stimulator* and note the article about MAZDA lamps to replace the carbon arc for motion picture machines. Score another point for MAZDA. I knew it would come, and, naturally, I am anxious to know the price and other things about it, so I can go out and tell the glad story to our friends, the picture show men. Please rush this information."

Have you looked into the profit possibilities in moving picture lamps? If you haven't, write for information; it's a great opportunity.

ZIM STEPS OUT DURING DECEMBER

To All STIMULATOR Readers:

OF course I would like to have every distributor of NATIONAL MAZDA lamps keep his windows filled with MAZDA sales displays continually, but I also realize that you wish to make changes from time to time. Therefore, instead of offering a Zim's display for December, I would suggest that you concentrate on the tie-up advertising — display, newspaper ads and lantern slides — that will be provided with the NATIONAL MAZDA double-page broadside in colors to appear in *The Saturday Evening Post* for December 8.

There will be plenty of material to last you throughout the month. Be sure to get in on the biggest NATIONAL MAZDA ad of the year. I'll make announcements of plans for January later.

Yours truly,

ZIM

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ECHOES from the FIRING LINE

MR. CHARLES H. LYONS, formerly of the Franklin Lamp Company, and Mr. F. C. Laufketter have joined the Fostoria Division sales force, replacing Mr. J. H. Gage who entered Officers' Reserve Training Camp, and Mr. C. G. Bateman who resigned to join the Missouri Valley Electric Co., Fostoria agents, Kansas City.

Mr. Fred E. Fishering, display manager for A. Brizard, Inc., Arcata, California, is thoroughly interested in boosting Bryan-Marsh lamp sales and uses his window space very effectively for selling MAZDAS. Mr Fishering says (and we agree with him) that building effective displays requires thought and time but results are worth much more than the effort required.

Mr. George H. Smith, formerly of the Union Electric Company, Pittsburg, has been District Manager of the Packard Division, with headquarters at 5095 Jenkins Arcade, Pittsburg, since September 15.

Of all the towns reached by the *Stimulator* in the U. S. and foreign countries, Schleisingerville, Wis., has the longest name. Mr. O. C. Bartlett is the *Stimulator's* regular reader in the long-named village.

Increases Egg Yield in Winter — (Continued from page 10)

A 100-watt lamp was installed in each house to provide light for "working," and a very dim light to enable the fowls to find the roosts after the larger one is turned off. The lights are turned on at 6 A. M., out at 7 or 7:30, according to conditions. In the evening the lights burn t ll about 9 P. M.

Mr. Newell's *extra* eggs sold for $156.10. The extra food cost $29.90. The wiring of the poultry houses cost $30 and the current consumed about $12.



Electric Light Stimulates Egg Production Remarkably

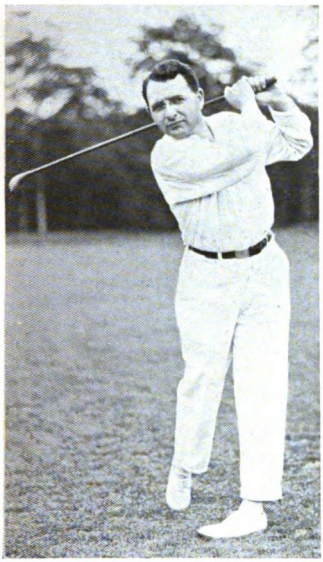
At first some fear was felt that the artificial light would reduce the vigor and vitality of the fowls, leading ultimately to decreased egg production. But the hens continued laying throughout the summer, and did not stop even when the next moulting season arrived, indicating that they were benefited by the lengthened winter days, rather than the reverse.

Experiments at the Agricultural Stations at Michigan and Washington confirm the ease with which egg production can be increased by artificial light. Country-home-lighting merchants will be quick to seize this new argument for electric light on the farm.

Start today, and "Hooverize" every poultry house in your community.

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Unconventional Portraits of ▼ ▼ ▼ ▼ ▼ ▼ *Stimulator* Correspondents



At Least 200 Yards

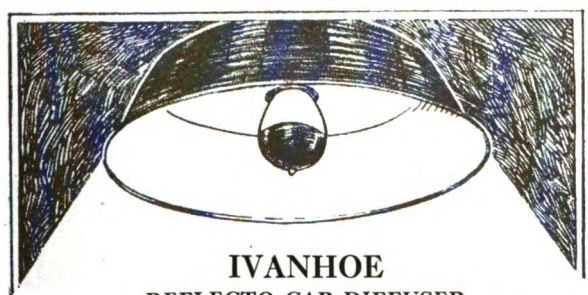
FRIENDS, salute W. L. Bell, international golfer, *Stimulator* correspondent and Assistant Manager of the Brilliant Division. No doubt the Handicap Committee reduced the advantage enjoyed by this former golf mate of England's Premier, Lloyd George, after the performance recorded here. Bell is an enthusiastic follower of the royal game and an all-round royal fellow.

Highland Park.

Getting a net score of 147, W. L. Bell won the thirty-six-hole medal handicap play in Class A at the Highland Park Golf Club yesterday. He had a gross of 179 and a thirty-two handicap.

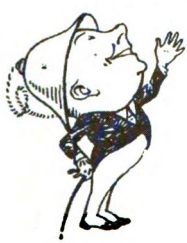
CLASS A.

	Gross.	Hdcp.	Net.
W. L. Bell	179	32	147
H. A. Strickland	173	16	157
O. M. Kappler	186	28	158
W. W. Griswold	192	32	160
A. Taborsky	178	16	162
	175	12	



IVANHOE

REFLECTO-CAP DIFFUSER



A silvered cap, highly polished on the inside, fits snugly over a MAZDA C lamp. The light is thrown back from this cap into the reflector, which directs the rays downward to the working-plane. The cap shields the filament from the eye, and the reflector diffuses the light so thoroughly as to cut out all glare, not only from the light source, but from polished surfaces in the room.

IVANHOE-REGENT WORKS

OF GENERAL ELECTRIC CO.

CLEVELAND, O.

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IF YOU'RE THE KIND

of MAZDA man we think you are you will accept our challenge to try for membership in the Light Brigade. (Order of V-W-Q.)

Election to membership requires that you have a lamp-selling idea published in the *Stimulator*. The idea must pertain to one of the three subjects; (V) Why it is good business to sell lamps of the proper *voltage*. (W) How to convince customers that higher *wattage* lamps should be used. (Q) Your plans for increasing the *quantity* of lamps sold.

Undoubtedly you have ideas on one or more of these subjects. Jot them on a piece of paper and send them to us. Its the *ideas* that gain membership in the Light Brigade — you needn't strive for literary excellence in telling your story. The first contribution printed, no matter on which subject, is considered for the First Degree.

The Light Brigade Membership Committee reviews the contributions printed in the *Stimulator* and awards Degrees to the authors of the worthy ones. There are emblems for each of the three Degrees. For the First Degree the insignia is a gold-filled watch fob; for the Second, a sterling silver penknife, and for the Third, a 14-karat Gold Medal. Light Brigade members are justly proud of their emblems.

This month, degrees were awarded to the following:

First Degree: Messrs. Herda, Lowther, Pleasant, Rauch, Van Gilluwe, Williams.

Second Degree: Messrs. Powell, Wickens.

Third Degree (*Highest Award*): John A. Watt.



Emblem of the First Degree Watch Fob



Emblem of the Second Degree Sterling Silver Penknife



Emblem of the Third Degree 14-karat Gold Medal

NATIONAL MAZDA STIMULATOR

NELA PARK **CLEVELAND**

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The Stimulator

December 1917

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The 1918 Salesman

IT seems morally certain that the New Year will raise to a much higher level the world's conception of "a first-class salesman." 1918, which is sure to be a year of great stress (whether or not it sees the end of the War), brings with it a message stern to some, welcome to others, and stimulating to all. It is this: "Know thyself — Search thyself — Improve thyself."

The non-producer has seen his day. Nobody is more certainly a producer than the real Sales Man, yet you and I have seen more than one non-producer who masqueraded under that worthy title. Some extreme specimens of this kind are actually of less service to the customer who wants solid lighting information than a good blankbook would be. Given the blankbook and twenty minutes, the customer might puzzle out his own lighting problem. The real lighting specialist ought to be able to cut that time in half — and give him a better answer.

It was Hubbard who said, "If you are working for a man, in Heaven's name, *work* for him." But you must first take stock of your equipment — your mental preparedness. Have you *studied* so as to become a better merchant and make every one of your customers a more intelligent light-user?

None of us, in this year when every man will be needed for a man's-size job, can possibly be content to remain a mere taker of orders — a "peddler" — a commercial jelly-fish. By study and hard work, there is not a man of us but can develop his position into one of greater constructive achievement. Let's!



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National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits and to Cement Our Friendliness—Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland. Edited by its own readers, and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors.

VOLUME VI DECEMBER 1917 NUMBER 4



WHAT'S BEHIND OUR AGENTS

"It is surely good business for us to link our local efforts closely with NATIONAL MAZDA advertising"

THESE are the words of Mr. H. H. Beckwith, of Kelley-How-Thomson Co., Buckeye agents, Duluth, after a visit to Nela Park, home of the National Lamp Works. Service develops a desire for still greater service; at Nela Park opportunities and ways are continually sought to improve lamps and aid the dealer in lamp merchandising. The chief concern of the dealer is with lamp selling, and the assurance that his goods are of the highest quality, backed up by a reliable organization, gives him confidence. A glimpse of Nela Park through the eyes of a fellow *Stimulator* reader will help you realize what is backing you up in your lamp business. Mr. Beckwith spent a day at Nela Park, with one of the special guides, provided for agents who visit us. He comments:

"The location is ideal. On a hill 300 feet above Lake Erie, away from the center of the city, free from noise and soot, is where the National Lamp Works have established their incubator of MAZDA development.

"Visiting the Engineering Department and Research Laboratory, we were filled with information, and no less with amazement concerning the development of lamps from their earliest stages to the present. Everywhere we found specialists provided with every facility for further development and progress.

"Out in the field we have so many communications from NATIONAL MAZDA Publicity Headquarters that we were glad to meet the men responsible. We realized, as never before, the cumulative force of persistent advertising when we reviewed the results produced by NATIONAL MAZDA *Saturday Evening Post* Campaigns, *The Stimulator*, Window Displays, Mail Campaigns, Trade Paper Advertising, etc. We get a broader vision of merchandising when we stand off from our desks and listen. It is surely good business for us to link our local efforts closely with NATIONAL MAZDA advertising."

Mr. Beckwith saw Nela Park and realizes more than ever that quality is built into National lamps and that service to agents and lamp users is the basis of our sales creed. Whether you live in New England or on the Pacific Coast, up North or down South, you are welcomed to Nela Park for closer acquaintance with the National Organization that stands behind NATIONAL MAZDA agents.

NATIONAL LAMP WORKS AFTER RED CROSS RECORD

THE Red Cross group at the National Lamp Works' 45th-St. plant, Cleveland, consists of 1300 girl-volunteers producing Red Cross materials, and is believed to be the largest group of its kind in the country. Each girl works one evening each week. One typical evening's output is as follows: 3 pairs of socks, 6 dozen bed socks, 3 dozen surgical shirts, 200 four-tail bandages, 3 dozen abdominal bandages, 7 sweaters, 6 scarfs, 2 pairs of wristlets. This will be increased greatly as the girls become more familiar with the work.

Similar commendable work is being done by Red Cross groups in other National Lamp factories.

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A MIGHTY WORK for YOUR BENEFIT

THE prominent places are always sought; nevertheless, "There's always room at the top" is about as true a slogan as was ever composed, but getting there has its difficulties. For example, talking to the public through the pages of the most widely known popular publications is recognized as mighty good business. Though an advertiser may determine to talk to the public in this manner, he still has to get his messages on the pages of the publications — and that's a worthy little job in itself in these days when the value of constant advertising is so well known.

Getting Into the Magazines

There are a limited number of magazine issues each year and a limited number of pages in each — and a still more limited number of preferred locations in each issue. Take *The Saturday Evening Post;* it is published each week (only 52 times a year) and each number, of course, has only one cover and one "center space" where two pages appear as one solid sheet. The number of pages printed in colors is also limited.



To keep his name on the pages of such publications as *The Post* an advertiser must plan far ahead — for such pages do not go begging for a story to tell. And right here we want to remind you that persistence in advertising, keeping the name before the public, is a great part of the battle for business.

The two NATIONAL MAZDA pages in colors, in the center of *The Post* for December 8, 1917, (shown in miniature in only one color, on pages 8 and 9) are pretty good evidence that we aim to keep the NATIONAL MAZDA name before the lamp users of this country. The NATIONAL MAZDA ad in colors on the inside front cover of *The Post* for October 20, the full pages this Fall in the issues of November 17, October 6, September 1 and 22, certainly back up this contention.

How Do You Benefit?

Your part in the big plan of NATIONAL MAZDA merchandising is to supply lamps to the public and keep your name before the public in connection with NATIONAL MAZDA. If you associate your business with our nation-wide advertising *you are adopting our* NATIONAL MAZDA *advertising as your own; you are making it work for you.*



To help you do this we have been providing material with which you can identify yourself as a NATIONAL MAZDA merchant. We are sending you (without your solicitation, believing that you would not pass up such an opportunity) an unusually attractive NATIONAL MAZDA sales trim for your window, in which the big December 8 *Post* ad is featured on a large poster in colors. There are also two placards and a lamp brand design.

Easy to Install — An Advantage

Knowing that you would appreciate any saving of labor in these times when you and your organization are additionally busy helping Uncle Sam, special effort was made to produce a trim simple, attractive and easily installed — a decided advantage.

There are also other helps at your disposal for the asking; lantern slides for advertising your NATIONAL MAZDA lamp business in the "Movies, and cuts for use in the newspapers. If you have not yet developed the habit of making NATIONAL MAZDA *Post* ads work for you, now is a mighty good time to begin and let us help you keep your name before the public. See pages 8 and 9.

WINNING *POST* WINDOW TRIMS ANNOUNCED LATER

Winners of *The Post* tie-up window trim contest will be announced in the next *Stimulator*. Photographs of many excellent windows were received, but the judges have not made final decisions.

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WHAT'S NEW in the Lighting World

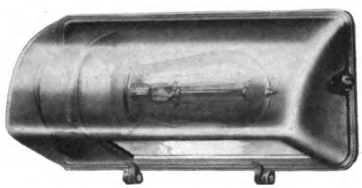
NORTHWESTERN ELECTRIC NEW BRANCH OFFICE

MR. J. M. HANNAFORD, JR., vice president and sales manager of the Northwestern Electric Equipment Co., distributors of Fostoria MAZDA lamps, St. Paul, Minn., has announced the opening of a new division sales office and warehouse in Duluth, Minn. The new branch is known as Northwestern Electric Equipment Co., Duluth, Minn. Complete stocks of electrical supplies and ample dock and railway facilities at the Duluth headquarters enable the Northwestern to take care of its ever-increasing business. Mr. A. M. Baldwin is in charge of the new office.

CLEVELAND COMPANY ORIGINATES LIGHTING DEVICE

THE Brookins Company, Specialists in Lighting Equipment, Banner agents, Cleveland, has developed the "Aislelite," a strong metal reflector, shown in the illustration, for attaching to ends or backs of seats, stairways or any other location where light is not desired above a definite level.

The outside is finished to order; the inside is lined with white enamel of good reflecting qualities and is kept dustproof by a ground-glass window, which diffuses the light from a 10-watt, S-14 bulb, MAZDA sign lamp of the 110-125 volt class. Several prominent Cleveland theatres, among them Keith's Hippodrome, are using Aislelites. Mr. I. I. Hance, of the Brookins Co., Euclid Ave., Cleveland, will gladly supply further information to anyone interested.



The Aislelite, for Theatres

A NEW VOLUME BY NATIONAL AUTHORITY

THE first edition of *THE LIGHTING ART — Its Practice and Possibilities* (229 pages), the latest work of Mr. M. Luckiesh of Nela Research Laboratory, has been announced by the McGraw-Hill Book Co., Inc., 239 W. 39th St., New York.

Mr. Luckiesh, who is responsible to a great extent for the development of the art of lighting from the aesthetic and artistic as well as scientific standpoints, is the author of two volumes highly appreciated in the lighting profession, "Color and Its Applications" and "Light and Shade and Their Applications." His latest work promises to be equally popular; in it lighting is discussed broadly from an unusual viewpoint.

Realizing that engineering and scientific data are available in abundance, the author confines his discussions to the psychological and everyday aspects of lighting, aiming to indicate greater possibilities, and to stimulate the cultivation of creative ability in the use of light.

Progress in the lighting art demands that all who intend to keep abreast of the profession acquaint themselves with the ideas and views presented in the latest work of Mr. Luckiesh, whose work in the development of apparatus for producing filtered light, for example, the MAZDA C-2 and the MAZDA Photographic lamps, is well known to the lighting world.

Mr. Luckiesh is recognized in the Illuminating Engineering Society as one who has looked deeply into the possibilities of lighting and who has initiated and expanded a more comprehensive attack of the lighting problem than is represented by the usual technical approach. This book is written in a popular manner and is recommended as of value to every lighting man as well as for everybody interested in lighting, including the manufacturer, salesman and user of lamps and accessories. The price is $2.50.

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CHRISTMAS AN OPPORTUNITY FOR

LIGHT and brightness have been employed, since time immemorial, to express happiness, cheer and good will. All who sell lamps can recognize an opportunity to aid others in realizing their plans for celebrating the universal holiday. season, and at the same time promote lamp sales. The more easily light is available and the greater the variations possible the more it is used in expressing the spirit of the season.

Light in Demand

Lighted Christmas trees have been in vogue for years, but candles, used because there were no other illuminants, have given way to electric decorations because of greater convenience and safety and the variety of effects that can be obtained. Any color, any amount of light and instant control are possible with electric decorations. The extent to which they are used depends largely upon the activity of MAZDA merchandisers in pushing their sale.

Holiday decorations of light are no longer limited to indoor locations; even living trees can be lighted electrically. An example is the decoration of a cedar tree on a lawn reported by Mr. George D. McQueen, of the Wolfe Electric Co., Shelby agents, Omaha, Neb. "A customer remarked a few days before Christmas last year, 'I wish I could light a tree on the lawn in front of my house.'

"We made an extension cord for his porch outlet and sold him a set of MAZDA Christmas tree lamps. The lighted tree caused considerable comment, as it was located in one of the finest residence sections of our city, and helped sell more Christmas tree outfits."

Wouldn't trees, decorated with lamps, be an inspiring sight on the snow-covered lawns of your city this Christmas?

Lamps for Community Trees

Sales possibilities are suggested in the account of the Community Christmas Tree, 45 feet high, erected at the plant of the E. G. Budd Manufacturing Co., Philadelphia, last year. Three thousand 25-watt Colonial MAZDA lamps (a total capacity of 75,000 watts) were supplied by the H. C. Roberts Electric Supply Co. This is the highest wattage yet reported for one tree. The huge Christmas emblem, blazing out amid its wintery surroundings was an inspiring sight by day and night. Suggest Community Trees to the churches, store and plant managers and sell the lamps for them.



A MAZDA-Lighted Christmas Tree, 45 Feet High

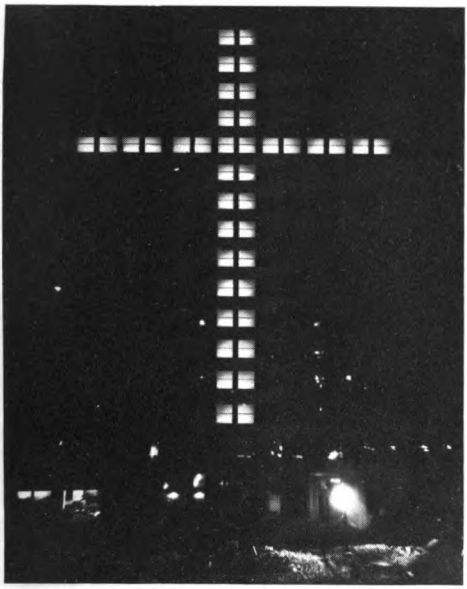
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NEW YEAR SPECIAL LIGHTING—



Colored Lamps

Colored lamps can be used with good effect for holiday decorations. If dipped or superficially-colored lamps are used the cost is not as great as for lamps of natural color. By coloring the lamps yourself you can be prepared to supply, on short notice, lamps of any color desired.



A MAZDA Cross. Rockefeller Building, Cleveland

A number of good dips or lacquers are on the market, both weatherproof and non-weatherproof. The essentials necessary for doing a good job of dipping are quantities of clear lacquer, colored lacquer and "thinner." Clear lacquer must not be confused with "thinner," which is a solvent as alcohol, acetone, ether or banana oil, used to thin lacquer or remove it from lamps.

The common colors as red, blue, green and yellow can be purchased and almost any desired color or tint can be obtained by mixing colors and clear lacquer. For example, some of the more popular are: rose, made by mixing clear lacquer with red; orange, mixing red and amber. By experimenting with combinations of colors a variety of attractive tints can be produced.

Lamps should be dipped while burning, in order to have the bulbs warm. However, it is not necessary to have them burning at full voltage to warm the bulb. The lamps should be left lighted while drying. As a rule, MAZDA C lamps cannot be dipped satisfactorily because the heat peels off the coloring.

It is usually more satisfactory to color lamps by moving a can or jar of dip to the lamps, stationary in sockets, so that the liquid surrounds them, than to move the lamps into the liquid. A little practice suffices to eliminate difficulties in doing this work.

Designs on Buildings

A spectacular lighting "stunt" to suggest to building managers for the holiday season and for other occasions is the outlining of figures with lighted windows. Crosses of light appeared on several of the large buildings in Cleveland during the evenings of holiday week last year; the same decoration was used on New York buildings. Emblems or monograms can be displayed in this manner for conventions or other occasions.

Colored lamps may be used effectively in working out designs. To determine which windows to light, make a diagram of the face of the building and on it outline the figure to be reproduced. Much prestige can be established through this idea.

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Dollars Made and Eyesight Saved by Better Lighting

BAD lighting knocks holes in production. It multiplies spoilage. It reduces the workman's *speed* and destroys his *precision*. To the employer it brings a money-loss *many times greater* than the entire cost of his lighting. In many cases you need save only 30 *seconds* in an *hour* to pay the entire lighting cost!

And what the worker loses *can not be measured in money*. Bad lighting enormously increases his chances of *accident*. It puts a strain upon his eyes that leads to *permanently weakened* vision!

Why, then, is wrong lighting tolerated in *any* factory, shop or mill? Because lighting, like health, has usually to become intolerable before it gets *attention*.

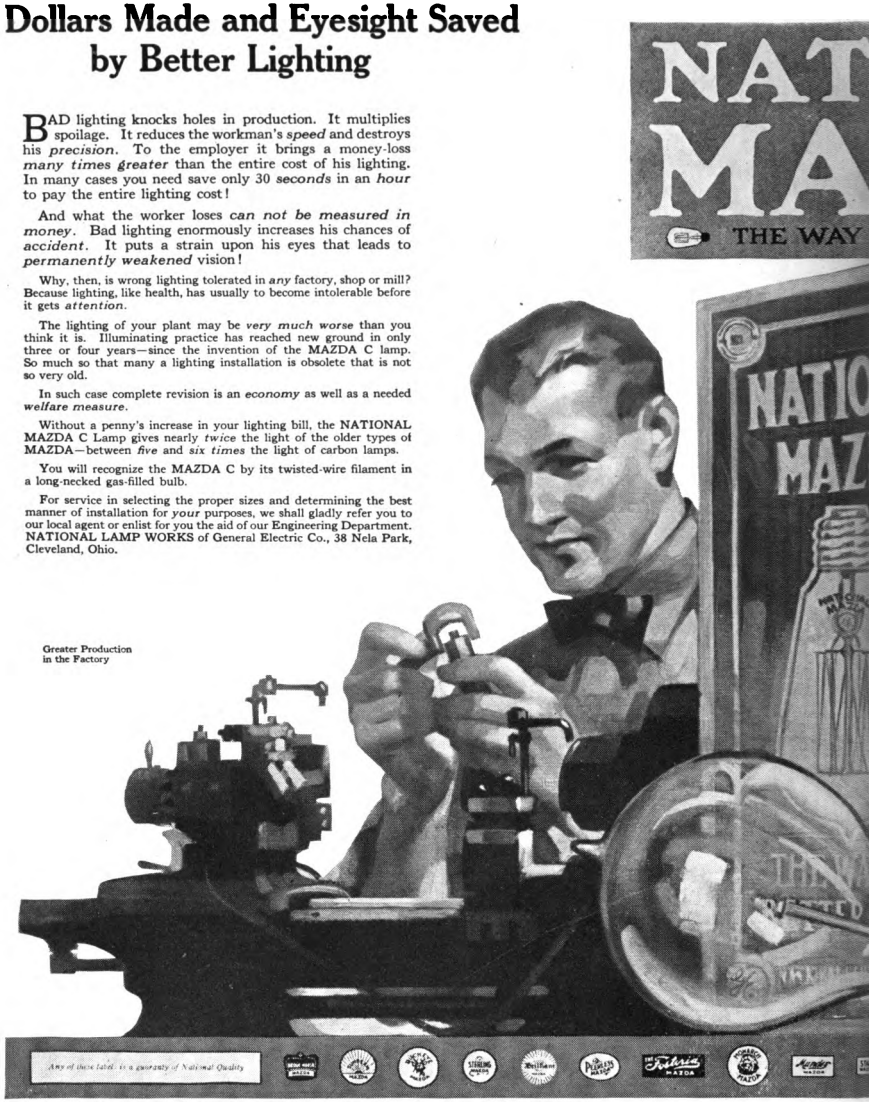
The lighting of your plant may be *very much worse* than you think it is. Illuminating practice has reached new ground in only three or four years—since the invention of the MAZDA C lamp. So much so that many a lighting installation is obsolete that is not so very old.

In such case complete revision is an *economy* as well as a needed *welfare measure*.

Without a penny's increase in your lighting bill, the **NATIONAL MAZDA C Lamp** gives nearly *twice* the light of the older types of MAZDA—between *five* and *six times* the light of carbon lamps.

You will recognize the MAZDA C by its twisted-wire filament in a long-necked gas-filled bulb.

For service in selecting the proper sizes and determining the best manner of installation for *your* purposes, we shall gladly refer you to our local agent or enlist for you the aid of our Engineering Department. **NATIONAL LAMP WORKS** of General Electric Co., 38 Nela Park, Cleveland, Ohio.



The Biggest Single Stroke of Popular Advertising Ever Mad

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It's Easier to Retain Good Vision than Regain It

THE effects of wrong lighting at home are as marked as in the factory—and perhaps even more common. There are all the same symptoms! Slower work. More mistakes. Greater chance of cuts and burns and falls. And *vicious eyestrain* that surely will impair your vision.

In a gloomy house there is less entertaining of friends; less companionship. Reading and writing and sewing—all the things you occupy yourself with in leisure hours—*add* to your weariness instead of providing relaxation. You can not rest when you are straining to see!

There are no arguments in favor of a poorly lighted home—not even that of *economy*. For you can get the tripled light of NATIONAL MAZDA lamps *without increasing your current cost*.

Use NATIONAL MAZDAS in every socket throughout the house. Replace the smaller lamps with brighter ones. Have light in every corner. Buy your lamps, five at a time, in the handy Blue Carton where you see it displayed. Let the lamp man advise about sizes—he'll help you get the most light for your money. NATIONAL LAMP WORKS of General Electric Co., 38 Nela Park, Cleveland, Ohio.

NAL
DA
LIGHT



Easier Vision at Home

MAZDA—not the name of a thing but the mark of a Service

Lamps—Make It Work for You (See Page 4)

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ARRANGEMENT OF AUTO LAMP STOCK A TIME SAVER

THERE is a right way to handle auto lamps and there are many wrong ways. The careful merchant places his auto lamp stock on his shelves in a systematic way. The careless merchant arranges his lamps in hit-or-miss fashion and must then go through the whole stock to find a particular lamp.

Just for example, the writer entered an auto supply store and asked for a lamp that most dealers do not generally carry in stock. Two clerks and the proprietor looked over the entire visible supply of cartons and did not find the lamp asked for. This fruitless search ate up fifteen minutes of their time. A similar experience occurred at three other stores.

To obviate this unsatisfactory sales method a logical stock arrangement is suggested, which has been carefully worked out and successfully used by the Federal Sales Co., of Buffalo. Doubtless this same system, or a similar one is in use by many NATIONAL MAZDA auto lamp distributors and we heartily recommend it to others who have not yet given particular thought to this phase of successful merchandising. Mr. H. O. Haight, manager of the Federal Sales Co., outlines his stock keeping system very clearly and we pass it on to you in his own words:

"We use ordinary shelves which are 15½ inches apart and divided into five-foot sections. We start at the left end with the highest candlepower and highest voltage, arranging all lamps of one voltage in sequence with highest candlepower grading down from the left. Further along the shelf we place lamps of the next voltage rating, grading down from left to right in candlepower.

"We use two shelves one above the other, with the lower shelf for single-contact lamps and the upper shelf for double-contact lamps. After arranging all MAZDA B lamps in this way, we then separately arrange

(*Continued on page 15*)



On Oakley Boulevard, between Harrison and Flournoy Streets, Chicago, stands a new NATIONAL MAZDA lamp factory, 80 ft. wide and 240 ft. long, with a total of 80,000 sq. ft. of floor space for the manufacture of NATIONAL MAZDA miniature lamps. Deliveries will be considerably improved by this new producer. Although the contract called for completion on November 15, the new structure was practically ready 15 days earlier. Ground was broken on August 13; the photograph was taken on October 15, indicating a remarkable construction record.

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EXCHANGE LAMP SELLING IDEAS

WHEN Mr. N. L. Walker, Buckeye agent, Raleigh, N. C., sees a chance for lamp sales he considers it carefully from three angles, viz.— the number of lamps necessary, their wattage and voltage. His policy, one that we commend, is to sell as many lamps as possible of the highest wattage consistent with the location, and of the correct voltage.

Makes Good-Lighting Converts

"Better Light for Better Sight" is the slogan he uses continually. Here are a couple of instances, in his own words. "A hotel man wanted two fixtures to match three old ones, each containing four 25-watt lamps. I gave him a talk on better lighting, the cheerfulness of it, how it helps the eyes and how proper diffusion eliminates shadows.



"I suggested five 200-watt MAZDA C lamps in semi-indirect fixtures instead of the five clusters, and answered the hotel man's objections to increased wattage by pointing out the even, diffused light and the absence of shadows. He ordered the five units installed and two more for his rear office."

Another one: "I proposed to the warden of the state prison that the three arc lamps in the prison yard, which produced about enough light for the guards to distinguish a man from a horse at 50 yards, be replaced by four 1000-watt MAZDA C lamps in reflectors. Again the 'better lighting' argument won out.

"The results were so satisfactory that three additional 750-watt lamps were installed in the rear yard."

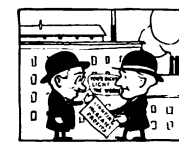
Uses the Economy Argument

Good lighting prevents spoilage, was the argument Mr. Victor J. Kraus, Bryan-Marsh agent, Port Washington, Wis., used to convert the canning factories in his territory to the use of 75-watt MAZDA C lamps instead of low-wattage lamps. Mr. Kraus' plan is to visit plants and find the main reason why better lighting is necessary, and then prove its advantages to the management and sell the lamps. "When you can show that better lighting increases profits, sales are easy."

Voltage Lesson Sells Lamps

"There was nothing to it, only taking the order, after I explained to the members of a club why the 120-volt, MAZDA C-2 lamp they had bought for their 115-volt circuit wasn't as bright as the 115-volt lamp I had put in," says Mr. C. N. Hookey, Natrona, Pa. "A little talk on voltage and good lighting soon converted them to substituting 75-watt, 115-volt, Buckeye MAZDA C-2 lamps and new shades for the 60-watt, 120-volt lamps and gas globes they were using.

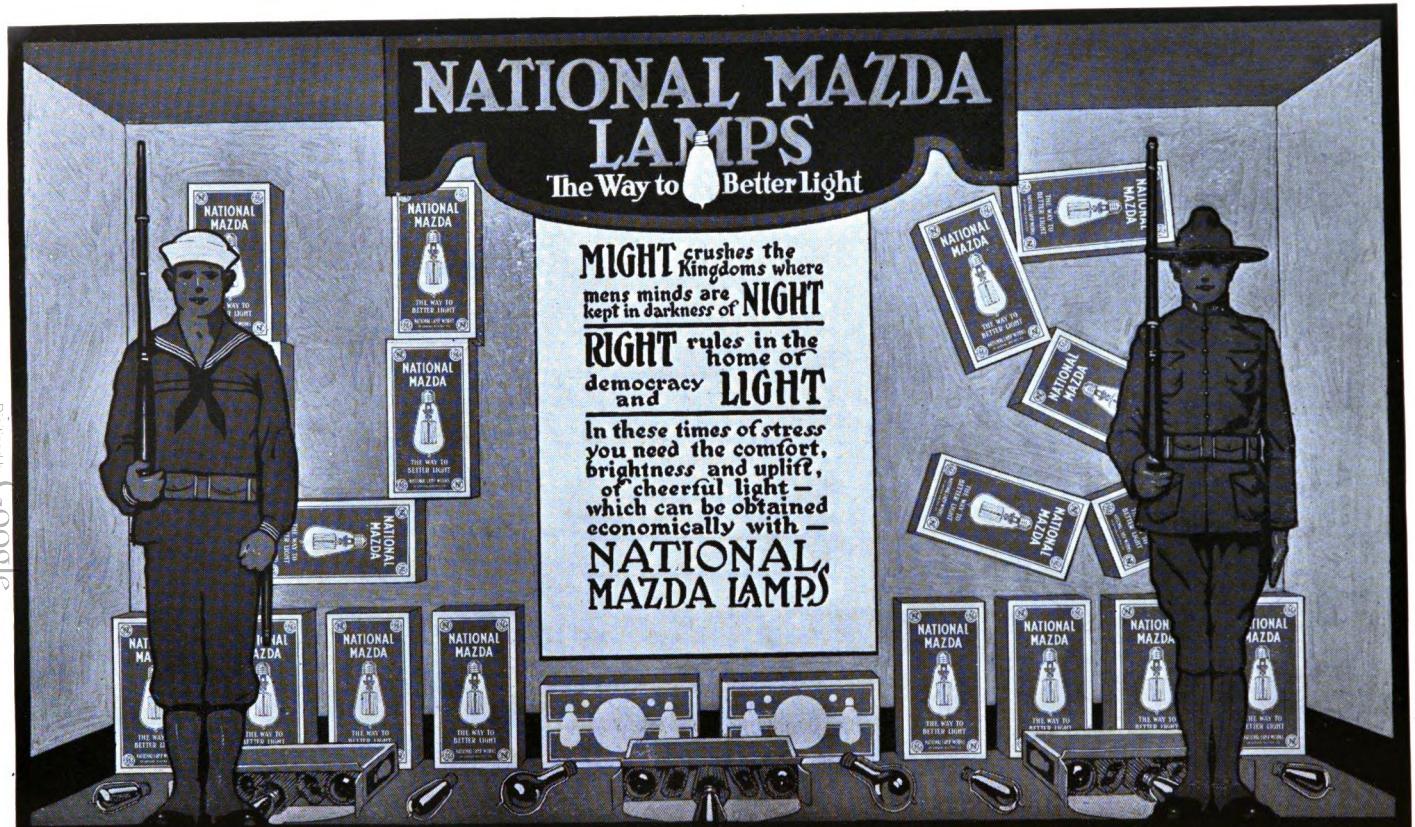
"When they wanted to limit their purchase to immediate requirements I talked standard-package quantities and sold fifty lamps. I lowered the lamp voltage, increased the total wattage over 500 watts and improved the illumination." A pretty good record!



GIVE SOMETHING ELECTRICAL THIS CHRISTMAS

THE Society for Electrical Development is conducting an extensive publicity campaign to popularize the "Electrical Christmas" idea. The slogan "Give Something Electrical This Christmas" is featured on special seven-color posters, store cards, poster stamps, window cards and transparencies. Two human-interest scenarios, filmed by the Universal Film Manufacturing Co., showing the operation of all sorts of electrical household devices can be purchased of the Society by dealers. The Electrical Christmas should prove a huge success.

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Get This for Your January MAZDA Week Window



Protect it with Good Light
Made by

(Brand of lamp here)

MAZDA Lamps

Winter evenings require more light. Outfit your home with NATIONAL MAZDA lamps. We have sizes for every purpose.

(Your Name and Address here)

4-inch, 1 column Newspaper Ad Plate No. 19001
(Use the Enclosed Post Card)

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WHEN days are longest and folks spend most evenings around the fireside — when the excitement and tension of the Holidays are over and the January lull has settled — then MAZDA light is most needed and appreciated. Then the actual necessity for lamps is most likely to be realized. Then a suggestion that NATIONAL MAZDAS be purchased at *your* shop will be productive of increased sales.

To help you gather profits through MAZDA merchandising, I am offering the timely window trim illustrated on the opposite page. The two lithographed figures, representing Uncle Sam's fighters on land and sea, are almost lifelike in appearance, and are just the thing to attract attention. The big placard and the NATIONAL MAZDA cartons "put over" the MAZDA message you want to tell the people passing your window.

Of course you can arrange actual cartons and lamps in the window to complete the display — that part depends upon the size and shape of your window. Whatever you do, don't jumble your display by putting in too much material — a simple display is the most effective sales producer.

I have a lantern slide and a newspaper ad plate that tie up with this display. Both, with the display material, are yours for the asking. Use the enclosed post card — mail it early — and have the display in your window during the week beginning January 13, 1918.

Yours truly,

ZIM.

ECHOES from the FIRING LINE

LITTLE Miss Shirley Bell is the reason for the happy smiles of our correspondent, W. L. Bell, Assistant Manager of the Brilliant Division.

When the Southwestern Electric Company, Peerless agents, Wichita, Kansas, put a "bumper" MAZDA display in their window, a skeptic who wouldn't believe his own eyes wrote a letter thus: "* * * do business honestly and take the fake MAZDA display out as no light bulb could stand the endurance of being hit with a solid wooden mallet." The Southwestern Company made capital of this expression of doubt, says Peerless Ralph Nash, by posting the doubter's letter and their reply in the window with the display, thus attracting many more customers and inquiries for MAZDA lamps.

Among other things, Mr. Albert R. Moredock, now electrical supply clerk on a U. S. battleship, is handling NATIONAL MAZDA lamps which he billed to the Government while bill clerk in the Columbia Division home office. Friends reunited!

Mr. H. J. Shaw, of Electrical Specialties Company, Bryan-Marsh agents, Detroit, passes along this red-hot tip for MAZDA C-2 sales: "Walker and Company, the largest sign manufacturers in this district, use 100-watt MAZDA C-2 lamps for lighting bill boards and signs painted in colors, for MAZDA C-2 lamps show up the colors more vividly than other lamps and enhance the value of outdoor advertising." How about the bill boards in your city?

The Warren J. Greene Electrical Co., was recently incorporated in Watertown, N. Y., with Mr. Warren J. Greene, who has been a Banner Division agent for several years, as president.

Since October 20th the headquarters of the Federal Miniature Lamp Division have been at 920 South Michigan Avenue, Chicago, the offices having been removed from 501 South Jefferson Street on that date.

A DISPLAY THAT BROUGHT RESULTS

WHEN Mr. H. J. Wegge, of the Wm. Hall Electric Company, Bryan-Marsh agents, Dayton, O., planned this MAZDA display he knew there would be another successful sales window to report to *The Stimulator*. The Wm. Hall Company has an excellent location in Dayton, an added advantage for such a display as this. Time and thought spent on MAZDA displays bring profits, for Mr. Wegge says, speaking of this window: "It brought a good many sales of MAZDA lamps to our store."



Greater MAZDA Sales Resulted from this Carefully Planned Window

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all MAZDA C lamps in the same way.

"If more than one carton of lamps of a particular rating is kept in stock, these cartons should be kept side by side on the shelf and a rule made, that lamps are to be selected only from the left hand carton until this carton is emptied when it should be removed from the shelf."

In order to simplify this, a mark may be made on each carton when the first lamp is removed, or, easier still, the flap may be left up when the carton is opened, thus indicating at a glance the cartons from which one or more lamps have been removed. There are also other excellent ways of separating broken from unbroken carton quantities.

Such a system is easily learned and may be quickly explained to new employes. Much of the time usually required to take a stock inventory may be saved, as stock is in orderly arrangement and individual lamps need be counted only in cartons that have been opened. So easy is the system of inventory that the Federal Sales Co. uses it in making monthly reports on several thousand dollars' worth of lamps instead of keeping a monthly sales record.

Possibly the exact arrangement of lamps suggested will not work out to best advantage for your particular stock. This is a problem for your own ingenuity — work it out in any logical fashion that will enable you quickly to get at the lamp you want. The subject deserves thought on your part.



WITH a MAZDA C lamp to furnish the desired intensity, a polished silver cap to fit over the bottom of the lamp and cut out all direct rays, and a reflector with a wide surface to distribute the light without glare, the IVANHOE Reflecto-Cap Diffuser produces illumination which insures an increase of efficiency in industrial plants.

Write for Bulletin No. 245.

IVANHOE-REGENT WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

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OYEZ, OYEZ!

Oyez, Oyez — hear ye, hear ye! — as the ancient heralds used to shout. Haven't you some ideas which you would like to exchange with other lamp merchants, for mutual profit — ideas on how to order and distribute lamps most efficiently in times of shortage, or ideas on how to keep drilling your *name* into the public's memory *without* stirring up an embarrassing lot of *immediate* orders? *The Stimulator* wants to publish such ideas. Write and send them to us. Merchandising stories, when published, will admit their "fathers" to the LIGHT BRIGADE (Honorary Order of V-W-Q).

This month, degrees were awarded to the following:
First Degree: Haight, Hance, Kraus, Shaw, Wegge.
Third Degree: Hookey, Walker.

Live agents exchange tips.
I believe in reciprocity.
Get your name into *The Stimulator*.
How do you solve lamp-merchandising problems?
Tell it to us, not to "Sweeney."

Begin today — you'll never begin younger.
Reading *The Stimulator* is only half the battle.
Isn't that true?
Get your think-tank filled full
And then accelerate your think-motor.
Don't "let George do it."
Eighteen thousand *Stimulator* readers are ready to listen to you.

NATIONAL MAZDA STIMULATOR
NELA PARK CLEVELAND

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The Stimulator

February 1918

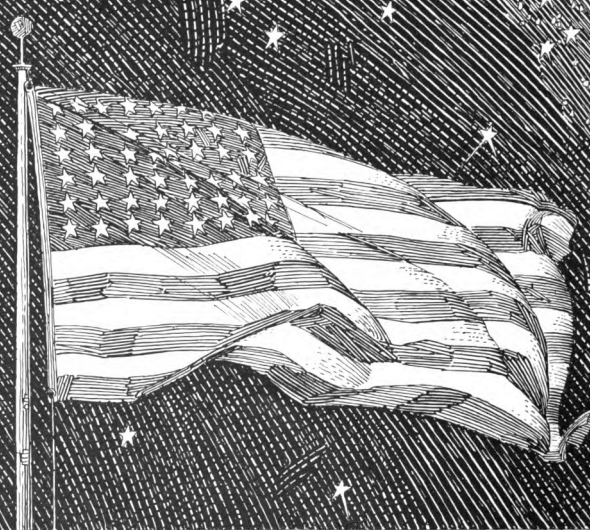
With the Government

A PRIMARY article in the creed of all patriots is the *active* support of the Government, in times of stress, regardless of personal or political affiliations. Although "doing the right thing" does not necessarily call for special credit or praise, it is not amiss to recall that our Government has had and will continue to have the hearty voluntary co-operation of the electrical industry in minimizing the obstacles to the prosecution of the war.

The conservation of resources is essential. The conservation of fuel is of exceeding importance. It is to the credit of public utility authorities that the Government has had their unrestrained support in the observation of regulations calling for the curtailment of non-utilitarian, current-consuming loads, as for example, the restriction of electric sign operation. Many central station men have indicated their spirit and voluntarily gone farther, asking their customers to curtail the use of current for all purposes as much as possible.

There is important work for MAZDA merchants in this connection; it is the redoubling of your efforts to eliminate current-wasting carbon lamps from all lighting circuits and replace them with MAZDAS. Why use 3½ or 4 watts to produce one candle-power when one watt or less will suffice?

In the 7,000,000 electrically lighted homes of this country there are approximately 25,000,000 sockets containing wasteful carbon lamps. The number in stores and factories is not even estimated. Your course is plain; eliminate the waste of resources by producing necessary light most economically. Work with the Government; place an economical MAZDA lamp wherever a carbon lamp is now wasting fuel for the Government and the central station.



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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI | FEBRUARY 1918 | NUMBER 5



SERVING YOURSELF — IN WARTIME

With Fewer Salesmen Calling on Them, Enterprising Agents Will Make Their Own Advertising Needs Known

UNCLE SAM is calling many salesmen away from the road and into the ranks. Some of our best lamp salesmen and jobbers' salesmen have joined the colors. You can see that much of the work which these salesmen have performed so ably in the past, such as the offering of advertising campaigns, window trims, lantern slides, and other lamp-selling helps to our agents, will now suffer unless the agent himself steps to the front and *makes his needs known.*

There are many agents in outlying communities where the salesman cannot call frequently, even in times of peace. All agents should write without hesitation to the lamp manufacturer or jobber, who will send you, by mail, many valuable helps which the salesman would personally show you — if he could.

You who are ambitious to see your sales increase — you who are willing to invest a little time and money regularly in local advertising, provided you can get the right kind of cuts and printed matter to distribute — this article is addressed to *you.* We want to remind you that the postman stands ready to bring you the very selling helps which you have in mind.

Do you realize that you actually have a department of over twenty people *whose sole business it is to help you advertise and merchandise* NATIONAL MAZDA *lamps?* Do you know that this department, comprising planners, copy experts, artists and engraving specialists, stands ready to serve you with *anything* that you can use efficiently in promoting the use of MAZDA light in your community? Do you know that the available helps include splendid ones offered *free* (where the proposed use justifies), as well as more expensive ones like lithographs and large metal signs, none of which is charged for at more than the bare cost?

Do you know that every aid is at your summons for a wiring campaign, a factory-lighting, school-lighting or residence-lighting campaign? That you can have anything needed, from price-lists to stereopticon lectures? That your lamp people offer you a *complete* advertising service?

If you never realized before that you had a lamp-advertising department, it will cost you only a reasonable amount of effort to discover that you have one of the best in the world. After analyzing your local conditions and deciding

(*Continued on page 5*)



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SIGN RESTRICTION
A MERCHANDISING CHALLENGE:

IT is a patriotic obligation to comply with orders from Washington to curtail the use of electric signs operated by current generated by coal-burning plants.

Restrictions, such as the limitations in sign burning, make the business of commercial lighting just a bit more interesting than ever and, incidentally, offer MAZDA merchants another avenue of approach in their efforts for new business. The elimination of spectacular lighting — which has a legitimate place in ordinary times — presents another opening for advocating efficiency in lighting. To be economical, lighting must be used as effectively as possible. Here the advocate of scientifically designed and carefully planned lighting comes into his own, meaning that every modern MAZDA merchant will seize the opportunity to point out to his customers and prospects the advantages of up-to-date MAZDA lighting for stores, shops, homes and plants.

Properly planned lighting is economical both as to original cost and operation — *you* know that — but there are probably many merchants and plant owners and managers who do not realize it. The Government's appeal to conserve current gives you an opportunity to emphasize this factor once more. Are you going to pass up this challenge?

Lighting in Camp Cities

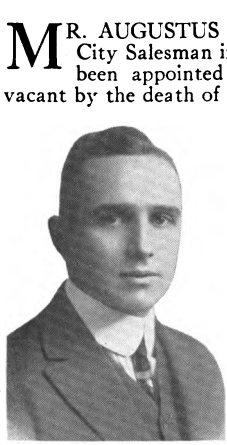
Merchants in cities having military camps within or near their borders are practically in the same position they would hold if the population of their city were suddenly increased by as many thousands of adults. A new market is open to them and the business goes to the strongest bidder.

Merchants in military towns and cities have an unusual opportunity to practice real merchandising in catering to the wants of Uncle Sam's warriors. There could hardly be a better opportunity provided to prove the effectiveness of well-planned lighting for attracting trade and every MAZDA merchandiser in these places should make it a point to impress tradespeople with this idea.

Amusements and recreation places, especially, can be expected to make a bid for the soldier trade. It is a good time to sell outdoor lighting as electric flags and front lights, also window lighting and other forms of lighting calculated to give an establishment individuality and attract business. These are opportunities worth following up.

TWO NEW MANAGERS

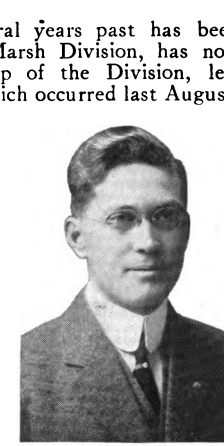
MR. AUGUSTUS H. MEYER, who for several years past has been City Salesman in Chicago for the Bryan-Marsh Division, has now been appointed to the general managership of the Division, left vacant by the death of Mr. Ernest H. Haughton, which occurred last August.



A. H. Meyer

Mr. W. G. Arthur Reid, of the Bryan-Marsh sales organization, has been appointed General Manager of the Bryan-Marsh business centering at Detroit. This will be a separate Division.

With the proverbially loyal and dynamic Haughton organization supporting these two new managers, we may all feel sure that business will continue to prosper for Bryan-Marsh in the future, as it has in the past.



W. G. Arthur Reid

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HELP BOY SCOUTS EARN MONEY for "WAR PLEDGES"



BOY SCOUTS, all over the country, pledged themselves last November to earn $10 each for the Y. M. C. A. War Work Fund before next July. And the efforts of a hundred thousand American youngsters, all in deadly earnest to help a worthy cause, are not to be sneezed at. They represent a powerful force that should be properly directed and encouraged. In all likelihood *you* can help provide work for them, as W. H. Young, Sunbeam agent at Oil City, Pennsylvania, does.

Mr. Young employs several Boy Scouts as local house-to-house lamp salesmen in their spare time. The Scouts carry the cartons right with them, and deliver "on sight." If this plan does not appeal to you, have the Scouts take orders, and make deliveries and collections a part of your regular business. Few people have the heart to refuse five or more lamps for their present and future needs, especially when the solicitor is donating his compensation to make conditions a bit more bearable for the boys "over there."

Under Mr. Young's plan, a boy can earn the entire amount of his $10 pledge by selling 75 cartons of 50-watt lamps. Mr. Young writes "Y. M. C. A. secretaries everywhere should be able to direct good Scouts to lamp agents. Scoutmasters, also, can furnish boy salesmen, for lamps and other devices. I have found it well to provide the boys with lamp-advertising folders, as they pave the way for conversation."

Plan to have several Scouts working for you on Washington's Birthday.

A BOOK YOU SHOULD STUDY

THE time is coming when the lighting merchant must know more about lighting than simply the data covering the wattages and lighting capacities of lamps. It is essential to progressive merchandising that the merchant be *thoroughly* informed about the goods he sells, what is best suited for various requirements and why.

Leading MAZDA merchants have realized the need for a guide in the art of lighting which tells the "why" and not merely the "how" of lighting. That need is supplied in a book, *The Lighting Art*, Its Practice and Possibilities, by Mr. M. Luckiesh, of Nela Research Laboratory, who is prominent in the Illuminating Engineering Society and known because of his work in the development of the MAZDA C-2 lamp and various apparatus for filtering light.

The Lighting Art contains 229 pages; illustrated and well indexed. There are 24 chapters as follows:

1—The Broad Aspect of Lighting. 2—Expressive Possibilities of Light. 3—Visualization. 4—Variety—The Spice of Lighting. 5—Distribution of Light. 6—Lighting Fixtures. 7—Light and Color. 8—Colored Illuminants. 9—The Phsycho-Physiology of Color. 10—Simulating the Spectrum of Daylight. 11—Applications of Artificial Daylight. 12—Some Applications of Colored Light. 13—Simple Principles of Light-Control. 14—Lighting and Architecture. 15—The Portable Lighting Unit. 16—Residence Lighting. 17—Commercial Lighting. 18—Lighting in Public Buildings. 19—Industrial Lighting. 20—Stage Lighting. 21—Spectacular Lighting. 22—Computations and Data. 23—Natural Lighting. 24—The Language of Color.

The book is well worth its price, $2.50, and may be secured for this sum of the *Stimulator* or the publishers, McGraw-Hill Book Co., 239 West 39th St., New York.

Serving Yourself—In Wartime — *(Continued from page 3)*

in your own mind just what helps you can profitably use, the selection you may have for the asking will surprise you. Never mind if our representative can't call and tell you that such helps are available — we're telling you, right here!

Let's not court the fate of the traveller who lost his way in the woods and finally starved to death, although he wandered so near the forest's edge that he could have been saved, *if he had shouted.*

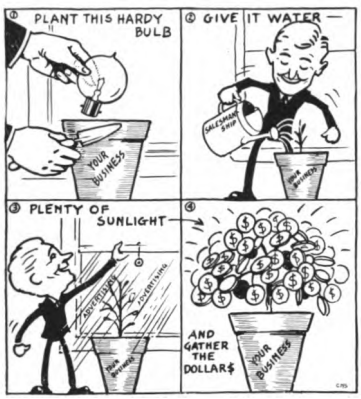
Vocalize yourself, then. Tell the lamp people your needs! A post card will do it.

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TURNING SMALL LAMPS INTO Big Dollars

How to Grow Profits from Auto Lamp Bulbs

THE NATIONAL MAZDA auto bulb is a hardy root which can be made to blossom with dollars if the lamp dealer will give a little time and care to its cultivation. "H. Paulman & Co., Chicago, doubled their sales of Federal MAZDA lamps in one year," so writes Mr. J. A. Hertel, and his figures are corroborated by the Vesta Accumulator Co. through whom their lamp agency is held. This increase was due to good selling methods and to the auto lamp kit.



Cultivating a Fruitful Root

"Don't ask your customer what kind of a bulb he wants," says Mr. Hertel. "Ask him the make and model of his car — your auto guide will show you the proper lamp and the customer will have more confidence in you when he finds you know what to give him better than he can tell you.

"Every lamp kit sold means a come-back customer, because the buyer knows you have the right lamps to re-fill his kit. If every dealer would stick to the lamp kit, he could soon double his business, and the order to 'fill it up again' would become familiar, as it has with our company."

This is 100 per cent sound business sense — proved by the increased sales it produced. It ought to be pasted in the hat of every auto lamp dealer.

Ford Company Standardizes G-12 Headlights

IT is important for every auto lamp distributor to know that the Ford Co. is now installing G-12 bulb headlights on the majority of cars manufactured, and, eventually, this lamp will be used to the exclusion of the older type G-16½ bulb lamps. The attitude of the Ford Co. on this matter is stated in the following statement by the Ford Co. purchasing agent, Mr. F. H. Diehl:

"We wish to advise that our drawings specify the G-12 bulb which is the design we would much prefer to have you furnish us. However, in view of the shortage of bulbs we will allow the use of G-16½ bulbs, to be furnished on our contracts. We find that the G-12 bulb is more satisfactory for use in our lamps on account of the non-glare feature, at the same time giving us just as great a volume of light."

The new policy of the Ford Co. comes at a particularly opportune time for auto lamp agents and dealers as, for the present, much better delivery frequently can be made if orders specify that either G-12 or G-16½ bulb lamps will be acceptable. In this case, lamps of either bulb size available may be shipped.

Bring this new development to the attention of your trade — the fact that the G-12 bulb lamp has been adopted by the Ford Co. is reason enough to most Ford owners for replacing burned out G-16½ bulb lamps with G-12 lamps.

National Men in Our Country's Service

A LIST of 177 employees of the National Lamp Works, who had joined the colors up to October 17th, 1917, was published as a supplement to the November *Stimulator*. Since then, and up to December 28, 1917, 30 have gone to serve their country, making a total of 207.

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WHAT'S NEW in the Lighting World

A New Case of Lamp Parts

THERE is an opportunity to secure some very effective advertising through displays in the chemical or physical laboratories of local high schools and colleges. A neat, compact case containing a set of National Mazda lamp parts has been prepared by our Engineering Department, and makes a display which any school would be glad to accept, with a permanent card featuring *your* name as the donor.

The case is attractively finished, both inside and out. The lamp parts are arranged in order, securely fastened and numbered so that the process of manufacture, which is described on the inside of the lid, can easily be followed.

This display case with the story of lamp making also makes an interesting exhibit for the retail lamp counter. The price, $3.00, is purposely made lower than our cost. If you want to invest in one of these cases, please let us know — enclosing check with your letter so as to avoid the delay and bother of unnecessary bookkeeping.



The New Lamp Parts Case

"All Together, All the Time," for Electric Farming

IT is gratifying to note the increasing use of aggressive, convincing advertising by the manufacturers of electric plants for country homes. Among those who have recently broken into the game with attractive printed matter urging the farmer to "do it electrically," is the Marron Manufacturing Co., of Rock Island, Illinois. With the co-operation of an experienced lamp man, Mr. George Loring, this company will undoubtedly do its full share in stimulating the demand for Mazda light in communities not reached by central station lines.

Changes in Mazda Lamp Prices

ON January first, the new price schedules for Mazda lamps became effective. On most sizes, the price changes represent an increase of 10%, although the percentage increase is considerably less than 10% on the larger Mazda C lamps, and one of the Mazda B types has even been reduced.

Although all other lines of electrical goods were long since advanced in price, the lamp manufacturers have for over three years succeeded in holding their prices down to the pre-war level. Well-known conditions in the material market and the labor market have finally necessitated a slight general increase, for the first time in the history of the incandescent lamp.

Following are the prices for 110-125 volt clear lamps (ordinary sizes): 10, 25 and 50-watt, 30 cents; 60-watt, 35 cents. Mazda C: 75-watt, 70 cents; 100-watt, $1.10; 150-watt, $1.65; 200-watt, $2.20; 300-watt, $3.25; 400-watt, $4.30; 500-watt, $4.70; 750-watt, $6.50; 1000-watt, $7.50

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SOME POINTERS ABOUT ADVERTISING

THE late Mr. J. P. Morgan once loaned a million dollars to a man without requiring security. Bad business? No, the man had a good reputation in the business world. His name carried with it the prestige of integrity and recognized ability. These things Mr. Morgan considered sufficient security.

Very likely you aren't worrying about borrowing a million dollars with or without security, but if you are



the kind of MAZDA merchandiser we think you are, the same problems Mr. Morgan's client had to solve in gaining his place in the business world are of concern to you.

There are a lot of angles to modern merchandising. A moment's consideration is convincing of the fact that merchandising involves a great many more things than simply taking a customer's money in exchange for goods. Everything leading up to the exchange and much that follows it is involved in merchandising. Why the customer comes to *you* to buy goods, why he asks for one brand instead of another, the quantity he buys, whether he is satisfied after the purchase is made, are essentials worthy of very serious attention from the merchant of today.

Gaining Prestige

The merchandiser who wants to grow must make his business favorably known. To be favorably known is to acquire prestige — a reputation for service, reliability and responsibility. The circle over which his business is known must continually be widened, especially, if its success depends upon retail trade. "A satisfied customer is the *best* advertisement," is an indisputable adage, but the customer must first be acquired, and that's the big task.

That advertising goes a long way toward getting customers needs no argument, and in this work nothing is more important than persistence. That continual advertising brings results as nothing else can, has been demonstrated in almost innumerable instances. And don't forget that advertising includes the use of window displays, enclosures with mail, newspaper space, street car cards, bill boards, signs, and other means that reach the eyes of the people whose interest is sought.

Take the case of the Electrical Supply Company, New Orleans. Throughout the year this firm keeps a distinctive ad, a uniform border with a different message each week before the public in two newspapers. The space used isn't large — only two columns wide, a reduced reproduction of one is shown here — but it is used *continually* and that's what makes it count. Can you doubt that people in New Orleans know this firm?

Testimonial after testimonial could be given asserting the effectiveness of good window displays, sales campaigns by mail and other means of keeping public attention — if you read the *Stimulator* you have already learned of many of them. These things are a part of merchandising and aid toward prestige building that helps now and in the future.

The Trade-Mark

Merchandising trade-marked goods has decided advantages. "Today," says Mr. John Sullivan,



secretary of the Association of National Advertisers, "the buyer is protected by trade-marks in his purchases of nearly everything from soap

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MERCHANDISING

to factory buildings." Established trade-marks are an immense aid to the merchant. They represent the manufacturer's backing of his goods. Advertising of trade-marks relieves the dealer of the work of introducing the goods they identify.



The NATIONAL MAZDA mark, widely known through advertising, is an asset to lamp merchandisers — an aid in local advertising and selling. The prestige of the name helps sales.

How Much Do You Sell?

Mr. Wm. Goodwin, father of the Goodwin Plan of electrical merchandising (with which every electrical merchant should be familiar), in addressing the National Association of Electrical Contractors, raised a point deserving of serious attention. Do you try to sell customers all they should have or only as little as they can possibly get along with? The question may sound foolish at first, but the number of tradesmen who think they are favoring the customer by suggesting curtailment in the use of electrical conveniences is surprisingly large.

Increased business depends upon the growth of demand, and growth of demand depends largely upon a realization by the customer of the need for goods. In the vast majority of cases the customer does not realize his need for the goods until it is pointed out to him, very often repeatedly suggested.

Nowhere is this more clearly illustrated than by the experience of successful MAZDA merchants. In homes, stores and factories improvements in lighting have resulted through the suggestions of lighting salesmen and lamp merchants. Had these merchants been content to sell only what the customers thought they wanted — or even tried to help them "save" by suggesting changes — the art of lighting and the business of MAZDA merchandising would never have reached its present stage.

It is for the merchandiser to anticipate the customer's needs, point them out to him and supply them intelligently.

Profitable Business

Going after the most profitable business is a part of good merchandising. Some business comes of its own accord — but the big jobs usually require salesmanship. Doing business costs more now than ever because of higher material costs and taxes, so the big business is most likely to be the profitable business and it's worth going after.

Modern Features

Adjusting methods to conditions is a part of progressive merchandising. For instance, the use of trade acceptances is a modern business feature with which up-to-date manufacturers, jobbers, contractors and dealers are familiar. An efficient installment plan for payments has brought desirable customers who would not have come because money was "tight." Meeting conditions, going to the



customer, studying customers' needs and keeping favorably known, are factors in true service and essential to successful merchandising.

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WINNING WINDOWS
Good Business Getters



PROGRESSIVE merchants need not want for good material to make sales helpers of their windows. Manufacturers supply material to dealers who realize its value and make use of it. NATIONAL MAZDA merchants who have been using our *Saturday Evening Post* tie-ups and Zim's Windows know this — and right here we want to remind you that these ready-made trims are a greater help now than ever. Men have gone to our country's defense — help is scarce; window displays, supplied with materials and plans, are a big boon that you can not afford to overlook.

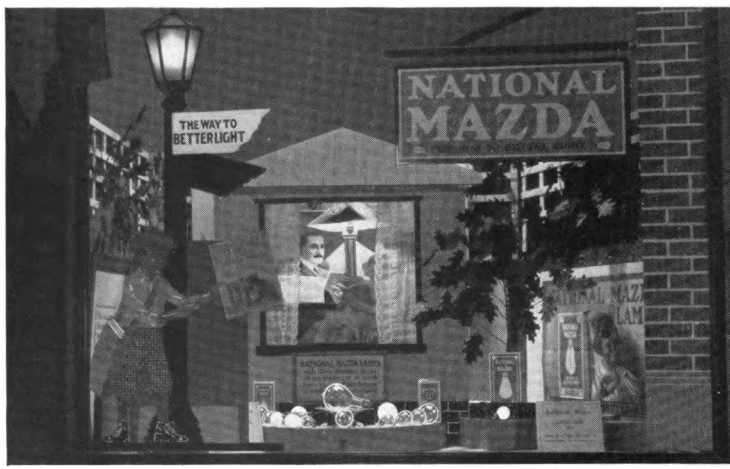
Wins Silver Cup

By the third winning of the first prize silver cup offered for the best lighted window during the annual Fashion Show at Charleston, S. C., the Louis D. Rubin Electrical Co., Fostoria agents, obtains permanent possession of the trophy. The Rubin Company's demonstrations have resulted in a better standard of window lighting in Charleston. Once again it's demonstrated that demonstration pays.

Post Tie-Up Winners

Mr. H. C. Buland, window decorator for the Public Service Co., of Northern Ill., Pontiac, Ill., won the 17-jewel, Illinois gold watch offered for the best window trim tying up with the Oct. 20th NATIONAL MAZDA *Saturday Evening Post* page. The trim is reproduced on this page. Mr. Joseph Tichy, Jr., Salzer Electric Co., Sunbeam agents, Cleveland, was awarded second prize, an autographic Kodak. Mr. Walter J. Smith, window decorator for the Odell Hardware Co., Shelby agents, Greensboro, N. C., now has a Gillette gold-plated shaving set awarded as third prize.

The Narragansett Electric Lighting Co., Bryan-Marsh distributors, Artic, R. I., and Mr. James L. Stone, new Business Manager, the Mansfield, Ohio, Electric Light and Power Co., Bryan-Marsh distributors, each received honorable mention and five dollars in cash. Nearly all photographs displayed showed displays of exceptional merit, indicating that study and thought had been given to window merchandising.



First prize *Post* tie-up window. In this display Mr. Buland has combined art with merchandising and secured an attractive realistic effect that does not subordinate the real purpose of the window—to present the appeal of good lighting and to sell lamps. Note how the light behind the lamp post and in the interior adds to the realism of the scene. Some display material secured over 18 months ago was used in this window — it pays to store this kind of goods for future use.

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EXCHANGE
MAZDA MERCHANDISING IDEAS

THERE'S a difference between selling and merchandising. Some people sell; others merchandise. Merchandising implies something more than a simple exchange of goods for money — it includes service to the buyer and the development of the merchant's interests as far as it carries with it a benefit of the buyer's interests.



Here's an example: Mr. Howard Viot, Shelby Division District Manager, Omaha, had an order for lamps for a 9-story office building. Quantities and wattages were specified and all Howard was asked to do was to ship the lamps. But Howard is a merchandiser, not a mere "order taker." He reviewed the specifications, recognized the need for more light in certain places, talked better lighting to the building committee and architect, secured a revision of the order so that it specified 350 75-watt MAZDA C lamps instead of the 60-watt size, and 150 50-watt lamps instead of the 40-watt size, besides leaving his customers with some modern ideas about lighting.

Merchandising Principles

Mr. Chas. Leonard, Fostoria Division representative in Baltimore, passed along a merchandising idea which surely will help if applied. It is this: don't wait for the lamp user to discover his need for better lighting—point it out to him and then he will be keen for your help in lighting his store, office or factory.

Have faith in the lamps you sell and establish the same faith with your customers. This means being certain that the wattage and voltage of the lamps you recommend is suitable for the locality, or the service will not be absolutely of the best. These are sound principles.

Mr. C. W. Alley, of the Electric Light, Power and Ice Co., Benton, Arkansas, believes that the customer is entitled to the very best service possible — service is the basis of good merchandising — therefore Mr. Alley sees that all Bryan-Marsh lamps handled by this company are of the correct voltage for the circuits on which they are used. If their voltage is too low or too high the merchant must bear the complaint of too short lamp life or too little light.

Mr. E. E. Tawney, salesman for the Sterling Division, is another advocate of close watch of lamp and circuit voltage. By using a small portable voltmeter, kept in good condition by our Engineering Department at Nela Park, Mr. Tawney has found the reason for complaints about lamp service in several instances. There's a good suggestion in Mr. Tawney's experience.

A Reminder

"He says it is surprising, the number of people who turn back and buy lamps," is the report Mr. F. N. Calvin, Manager of the Sterling Division office at St. Paul, makes of a sign one of his agents placed on the inside of his shop door, reading: "Have You Forgotten Anything? How About MAZDA Lamps?" A sign on the outside of the door would also help.



Showing customers how to get the most light for their money is good merchandising and builds good will, according to Mr. E. V. Pearson, of Marble Brothers, Peerless agents, Owosso, Mich. "When our men go out on jobs and find carbon lamps or poor lighting they explain how more and better light can be obtained by using the right size of MAZDA lamps. Thus sales are made and customers are pleased — which means future business," says Mr. Pearson.

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NATIONAL MAZDA LAMPS
GEORGE WASHINGTON
Preserve Sight with Good Light from NATIONAL MAZDA LAMPS
NATIONAL MAZDA
THE WAY TO BETTER LIGHT
NATIONAL LAMP WORKS
Placard
Placard

Something Interesting for You in Each Paragraph



George Washington
and His Gallant Soldiers Preserved
Liberty for Our Country

Retain and preserve your sight by providing plenty of good light made with

(Brand Name Here)

NATIONAL MAZDA Lamps. We have all sizes.

(Your Name and Address here)

4-inch, 1-column Newspaper Ad Plate No. 20001
(Use the Enclosed Post Card)

THE anniversary of George Washington's birth falls on Friday, February 22. Throughout the week beginning February 17, the memory of the Father of Our Country will be foremost in the public mind. To help you commemorate this national anniversary in connection with your merchandising of NATIONAL MAZDAS, I have prepared the Washington window trim (shown on the opposite page) and will send you the materials for building it if you are going to take advantage of this sales building opportunity. Materials, with complete instructions for installing an excellent patriotic trim, make this an easy solution to your window display problem for the week of February 17. Are you going to take advantage of this offer? Use the post card.

In all probability there will be a NATIONAL MAZDA page in colors in *The Saturday Evening Post* for March 16. Of course there will be a tie-up window trim to help you make this page work for you. St. Patrick's Day falls on March 17. Of course every NATIONAL MAZDA Merchant will want to connect with the March 16 *Post* page, but for those who want to use a St. Patrick's Day MAZDA trim too, I will gladly supply the same materials offered last year; they are just as timely now. Use the post card.

Yours truly, ZIM.

Winning MAZDA C-2 and Hallow-een Windows





Here are reproductions of the winning photographs of *ZIM'S* MAZDA C-2 and Hallow-een displays. Joseph Tichy, Jr., Salzer Electric Co., Sunbeam agents, Cleveland, submitted the best photograph of *ZIM'S* MAZDA C-2 window offered for last September, and John A. Watt, of Albert D. Manning Co., Colonial agents, Atlantic City, sent in the best photograph of a *ZIM'S* Hallow-een window. Each carried off a $5.00 prize. *ZIM*

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MAZDA C-2 MONEY MAKERS

REPORTS of successful MAZDA C-2 installations are by no means rare, but one reported by Mr. G. Lester Betron, of Prior and Sallada, Fostoria agents, Williamsport, Pa., deserves special mention. "In each of two windows of a show room occupied by a large tailoring establishment we placed fourteen 150-watt MAZDA C-2 lamps in Holophane Prismatic reflectors. The effect was so splendid that this installation has brought business to the tailoring firm and to us," says Mr. Betron.

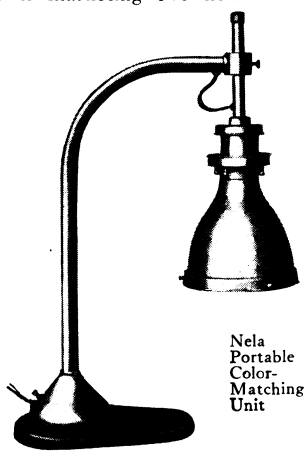
Another instance of successful merchandising by actual demonstration is reported by Mr. M. D. Phelps, Sterling Division District Manager, who says that an excellent MAZDA display by the Electrical Engineering Co., Sioux City, Iowa, lighted with MAZDA C-2 lamps introduced these lamps under most favorable conditions.

Knowing the Goods

The history of many successful MAZDA C-2 merchandising records points to this conclusion — that complete knowledge of the goods and making its qualities known by actual demonstration are essential to successful merchandising. For merchants who wish to feature MAZDA C-2 lamps the booklet, "How to Sell MAZDA C-2 Lamps" will be of assistance. Ask for a copy if you do not have one. Use the enclosed post card.

"CLASSY" NEW COLOR MATCHING UNITS

BECAUSE of a demand for filtered light units offering greater flexibility than the standard units already on the market, the Nela Specialties D vision has developed and is marketing two new Trutint



Nela Portable Color-Matching Unit

Units, one a portable color-matching unit, the other a pendant unit.

The pendant unit is a substantial fixture of pleasing design, made of spun brass, regularly furnished with a cloister finish. Other finishes may be obtained on special order. This unit is suitable for hanging over a showcase or counter.



Pendant Color-Matching Unit

The portable unit fills a demand for a color-matching unit suitable for use in high-class shops and stores. It is neat, of pleasing appearance, compact, substantial and adaptable to almost any service that may be desired of a color-matching unit. The reflector is of spun brass, the arm of steel, both heavily nickeled. The base is of iron, finished in black. The unit is recommended for use on counters or showcases of shops of the highest class. For prices, dimensions and other data for both units, address: Nela Specialties Division, Nela Park, Cleveland, Ohio.

ZANESVILLE STREETS IMPROVED

MAIN Street, Zanesville, O., is much improved since carbon arcs and arches with carbon lamps were replaced by two 400 candlepower series MAZDA lamps on each of 64 combination trolley pole and light standards. Mr. J. P. Brown, of the Brilliant Division, and Mr. C. R. Stover, of Commercial Development, supervised the installation.

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ECHOES from the FIRING LINE

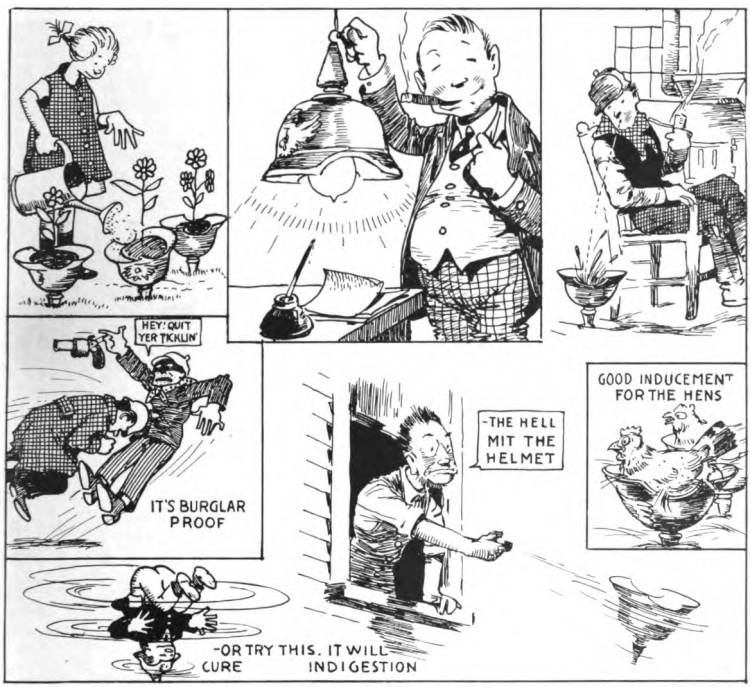
MR. E. C. SWEETEN, of Sweeten and O'Donnell Co., Brilliant agents, Philadelphia, reports that the Feeley Theatre, Hazleton, Pa., is lighted entirely, inside and outside, with MAZDA C-2 lamps. The outside effect is unique and attractive and the inside illumination is quite satisfactory.

Mr. Roy Y. Hughes, Packard agent, Mitchell, S. D., had a strenuous time a few days previous to the last annual "Corn Palace" at Mitchell. A few days before the opening date Mr. Hughes was called to provide electrical decorations for the streets. He did, with 25-watt red, white and blue MAZDA lamps that flashed with original effects. Mitchell citizens praised Mr. Hughes and the decorations highly.

A good example of the uniform high quality of NATIONAL MAZDA lamps is reported by Mr. R. S. Baker, Sterling Division salesman, who says that out of 15,400 lamps installed in a Columbus, O., amusement park at one time, only two were replaced because of burn-outs during the first two and one-half months of operation.

Mr. Edgar Church is a new Bryan-Marsh salesman with headquarters at the Kansas City office.

USING THE CAPTURED HELMETS



We read in the Scriptures that, when universal peace comes, men shall "beat up their swords into ploughshares, and their spears into pruning- hooks." So far, so good, but what shall be done with all the German helmets? E. H. Jaekel, Columbia booster in La Crosse, Wis., suggests that they be used to reflect MAZDA light. Our cartoonist has interpreted Brother Jaekel's idea, and thrown in a few for good measure.

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J. A. Watt, No. 36



C. L. Hookey, No. 17



N. L. Walker, No. 81

THIRD-DEGREE WORTHIES

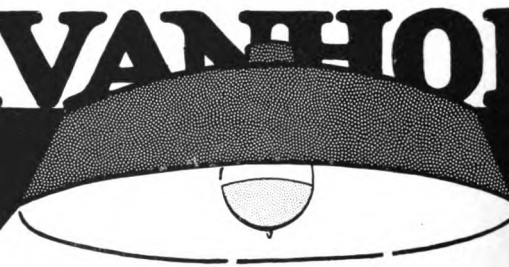
Members of the Light Brigade (Order of V-W-Q) will be interested in seeing the faces of three "brigadiers" on whom the Third Degree, with its honorary medal, was recently conferred. Eight of our 116 members have now attained the Third Degree. *Messrs. Alley, Bell, Calvin, Hertel, Leonard, Pearson, Phelps, Tawney* and *Young* will be admitted to the Order this month. *Messrs. G. Lester Betron* and *Louis D. Rubin* will receive the Second Degree, and *Mr. Howard F. Viot* the Third Degree.

Memberships in the Light Brigade are given to all contributors whose ideas we publish, providing they tell us about (1) selling lamps of proper *voltage*, or (2) selling *larger* lamps to replace smaller ones, or (3) selling more lamps at a time. Address

NATIONAL MAZDA STIMULATOR

NELA PARK **CLEVELAND**

IVANHOE



The Glareless Light

of the IVANHOE Reflecto-Cap Diffuser is helping Uncle Sam reach the high peaks of production which he needs to back up his soldiers in his fight for the Square Deal.

Write for Bulletin No. 245

IVANHOE - REGENT WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

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NATIONAL
MAZDA
THE WAY TO BETTER LIGHT



The Stimulator

March 1918

WHEN facing situations entirely unusual, and for the management of which we have no precedent of our own making, it is possibly wisest to turn for guidance to the experiences of others who have faced similar problems. All branches of American industry, whether manufacturing, agricultural, mining or merchandising, are today confronted with problems unlike any they have previously had to face.

As Stimulator readers we are concerned chiefly with merchandising. One who ranks among the world's greatest merchandisers is Mr. Gordon Selfridge, of London. Discussing the position of American merchants, in a recent interview, Mr. Selfridge said (and his remarks should be given serious consideration by every MAZDA merchant in America because of their assuring note of confidence and freedom from hysteria):

"If I were doing business in America, I should, in the light of my experience since August, 1914, repeat the policy which we have followed here, to keep business going at high pressure, war or no war. In August, 1914, most of the stores of Great Britain were attacked with a case of fright. Their first thought was to reduce expenses. To our advantage, we 'carried on' as usual, but all the time we kept our eyes on the horizon to discover danger signals which might call for a change of policy. Difficulties came, but they came gradually, and at no period have we withdrawn from the energetic policy adopted in the beginning. The result? Our house is as thronged today, or more so, than ever before."

We will do well to follow the policy "Keep business going at high pressure, war or no war": it has proved a safe program.

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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI MARCH 1918 NUMBER 6



THE NATIONAL MAZDA ADVERTISING OUTLOOK FOR 1918

An Appeal From a New Angle. Emphasizing a New Field

NINETEEN HUNDRED EIGHTEEN will be an eventful year for NATIONAL MAZDA merchandising, according to the present outlook which we assure you, *Stimulator* reader, is based upon the judgment of men whose decisions are not to be taken lightly.

First, and perhaps the most interesting feature about the plans at NATIONAL MAZDA headquarters for advertising and merchandising service during 1918, is the fact that they are based on the firm belief that business must be kept going at high pressure, regardless of the war.

One purpose of our advertising is to keep the NATIONAL MAZDA name before the public. This purpose can not be accomplished without a continued and unremitting plan for keeping the attention of the public, something we are prepared to do more effectively now than ever before. Neither have you been forgotten. On the contrary, more attention than ever is being given to the helps designed for your use in identifying your business as a NATIONAL MAZDA distributing center. Tie-ups enabling you to connect your business with our magazine advertising, and other helps provided, have one characteristic feature — ease of installation. We realize that man-help is not so plentiful; in many instances the store service man is at the front and those at home are hard-pressed with duties. However, you need not cease the use of NATIONAL MAZDA helps, for they are of such construction as not to require expert assistance for installing.

Keeping Before The Public

The NATIONAL MAZDA blue carton is a valuable asset to MAZDA merchants. It serves to identify and distinguish NATIONAL MAZDA supply stations. The blue carton will be featured in 1918 NATIONAL MAZDA magazine advertising more extensively than ever before; five full-page advertisements in colors in *The Saturday Evening Post* have already been contracted for.



The first of these, to appear in the *Post* dated March 16, is reproduced on the cover of this *Stimulator*. This page suggests the coziness of NATIONAL MAZDA light in the home and features the NATIONAL MAZDA carton — every distributor will receive display material to tie up with this initial *Post* page for the year and should make the best possible use of it.

This is but a part of the work necessary to the increased popularity and larger distribution of NATIONAL MAZDA lamps during 1918. As the distributor, your part is to connect with

(*Continued on page 4*)

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WHAT OUR SLIDE SERVICE SAVES YOU

A Popular Service. Variety of Slides Offered Would Be Impractical if Undertaken Individually

LANTERN slides for advertising certainly keep on increasing in popularity among National Mazda lamp distributors, for our records show that during 1917 approximately 10,000 slides were supplied *on request* to distributors throughout the country, indicating that many thoroughly appreciate the value of this service. Those who have used this service as well as those who have not availed themselves of it will be interested in the following analysis of it:

Suppose you had to produce, out of your own earnings, a fairly-good, four-color slide. The preliminary expense for sketches, drawings, alterations, photographing, etc., would stand you something like $10.00, even if you were to obtain the lowest prices consistent with high quality. Often we offer you slides made from high-class, copyrighted drawings, costing from $100.00 to $350.00 each; for instance, those used in National Mazda *Saturday Evening Post* advertising.



Quantity production enables us to send you the result of this expensive creative work, without charge, simply upon your promise of using it! This thought ought to add to your feeling of comfortableness, next time you see your message flashed in colored light on the screen of the movie theater. An extensive selection is available. There are high-class numbers, in colors or plain black and white, for general use at any time; also special slides to accompany the *Zim's* trims and to tie up with the National Mazda *Saturday Evening Post* pages. They are yours for the asking. Watch announcements of our advertising for slide offers and become a slide user if you are not already enjoying this valuable service.

The National Mazda Advertising Outlook for 1918—(*Continued from page 3*)

the work done from National headquarters and make your place of business a most important link in the course of lamps from the factory to the user. This you can do by keeping in close touch with our announcements and taking full advantage of every assistance we offer you throughout the year.

Emphasizing A New Appeal

National Mazda advertising for the immediate future will approach lamp users with a new appeal; patriotic, too. The urgent necessity for fuel and power conservation, and the appeal of central stations over the country to consumers on their lines to eliminate all waste of current, make the Mazda message of more light for less current in comparison with carbon lamps especially timely. If wasteful carbon lamps are ever to be supplanted by economical Mazda lamps, now is the time; it is a patriotic obligation.

New Fields Offer Big Demand

Government restriction of spectacular lighting and unlimited electric sign use undoubtedly affect the Mazda merchant's sign lighting, store lighting and window lighting business. However, like the haberdasher who features belts when suspenders cease to be the fashion, the wide-awake Mazda merchant is turning his attention still more to the industrial lighting field. It is a highly patriotic act to help keep the industries of our country going at top speed. Good lighting and plenty of it is absolutely necessary to accomplish this. Great strides were made in promoting industrial lighting last year and even greater things are more expected in 1918. National Mazda advertising will pay considerable attention to this field and it will pay you to keep continually in touch with our plans for the benefit of your business.

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A War SAVER is A LIFE SAVER! Buy War-Savings Stamps!

YOUR SALVATION—WATER POWER

HYDROELECTRIC DEVELOPMENT OF VITAL IMPORTANCE. BRING THE MATTER TO YOUR CONGRESSMAN'S ATTENTION

THE seriousness of the coal situation in this country is well known to all of our readers. "The fuel situation" might be a better expression, for the shortage applies equally to petroleum, which in many districts has been used as a substitute for coal. The five "workless days" and ten "heatless Mondays," which the coal shortage forced the Fuel Administration to decree, have affected every *Stimulator* reader east of the Mississippi. In several cities—Cleveland for one — the electric lighting companies have also on certain occasions, prior to the Garfield order, been obliged to prohibit the use of electricity for industrial power, because of lack of coal to keep the dynamos running.

To a certain extent you have already realized what it means for the fuel shortage to become so great as to cause a general shutting-down of dynamos and motors over the country. Fortunately, the Almighty has provided an abundant substitute for coal and oil which, *if we develop it wisely*, will prevent a more serious calamity. Water power — hydroelectric development — will furnish light, heat and power just as surely, and more economically, than will coal.

You say that you live in a district where no hydroelectric development is possible, and so the problem does not interest you? For three reasons, pause before you make such a statement as that. First, because anything that affects the welfare of the nation as a whole will ultimately affect you individually; second, because hydroelectric power can be carried for hundreds of miles nowadays, and you may be living within its possible range without knowing it; third, because every ton of coal released by hydroelectric development in the "water power states," means an added ton available for persons like yourself.

Write to Your Representatives in Congress

Have you written or wired to your spokesmen in Congress, urging them to support the pending Shields Water Power Bill, and all other legislation necessary to a speedy development of the 35,000,000 horsepower, which, according to Secretary of the Interior Hon. Franklin K. Lane, is now going to waste in undeveloped streams?

President Wilson showed his realization of the importance of this matter when he said, in his December message to Congress, "It is imperatively necessary that the consideration of the full use of the water power of the country . . . should be affirmatively and constructively dealt with at the earliest possible moment."

Hugh Cooper, in *Electrical World*, computes that the development of our 35,000,000 neglected water-power would save the necessity of mining 280,000,000 tons of soft coal per year, and would make a net saving in labor alone of 740,000 men available for other industries which sorely need them.

Don't let your Senators or Representatives forget the vital importance of this issue — bring it to their attention today. Hydroelectric development will accomplish more in the way of fuel conservation than a thousand and one lightless nights or signless nights — innovations which we should now accept cheerfully, because collectively we did not years ago have foresight enough to urge Congress to promote the development of our water powers.



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FIXTURE SELLING ON A NEW BASIS

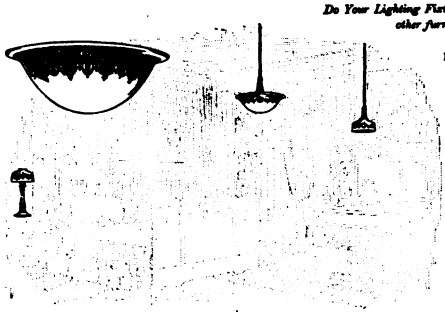
THAT lighting fixtures should not be "fixtures" in the sense that, once installed, they are necessarily in service for all time, is the basis of a unique and interesting lighting campaign being conducted by the Pettingell-Andrews Company, Boston, under the direction of Mr. J. E. Livor, Company Sales Manager. A series of carefully-planned advertisements featuring Rozelle glassware, one of which is reproduced in miniature on this page, was used to advance this most modern idea relative to high-class home lighting. Another object was to stimulate the company's business in decorative lamps and glassware. In all of its appeals to the public the idea was emphasized, just as it is in the advertisement shown, that the lighting fixture is an essential factor in the furnishing of a room and deserving of careful consideration whenever the decorative scheme is altered.

Much of the campaign is necessarily educational, for the idea advanced is essentially new; its soundness is recognized immediately, which no doubt accounts for the degree of success which has attended the campaign in its early stages. A special feature is the offer to install one fixture in a room on 10 days' free trial..

Do Your Lighting Fixtures harmonize with the other furnishings of Your Home?

Nowhere in this city can be found a display of ELECTRIC PORTABLE LAMPS to compare in variety and character with the remarkably extensive collection shown in our Studios. Unequalled values at the price we have placed on them. Especially appropriate for wedding, anniversary, or Christmas gifts.

See our exhibit of ELECTRICAL HOUSEHOLD APPLIANCES, wonderfully ingenious devices that save time, effort and money. Ideal Christmas gifts that lighten life's labor; remembrances of permanent value.



Pettingell-Andrews Company

DO you realize that the Lighting Fixture is *a* most—if not *the* most—important piece of furniture in the furnishing of a room?

We are showing some very attractive electric lighting fixtures in the new Rozelle Glass, designed especially for use in connection with the cretonne hangings and furniture coverings now in vogue for bedrooms. A few Rozelle Glass Shades, the hanging of a Rozelle Dresser Light, a Rozelle Table Lamp beside the bed, will give an added attractiveness out of all proportion to the very moderate cost involved. (The illustration above shows several of the many beautiful Rozelle Glass designs on exhibition in our Studios.)

THROUGH constant association you may have become indifferent to one or more inappropriate, unsightly lighting fixtures that were in your home when you moved into it.

ARE they the sort of fixtures you would have selected to harmonise with your other furnishings? If they are not exactly what they should be—what your friends would expect to see as a reflection of your taste—why tolerate them at all?

WHY not replace them with new attractive fixtures that will secure the proper effect when you can draw upon the unlimited resources of our remarkably extensive showing of new designs at moderate cost adapted to all styles of interior decoration?

THE artistic quality of our fixtures is enhanced when used with the MAZDA Lamp, which also guarantees the greatest economy in the use of electric current.

OUR experts will gladly co-operate with you, if you wish, in making selections that will meet your requirements to your entire satisfaction.

WHAT Better Gift than a new Lighting Fixture? You'll find a multitude of happy suggestions in our Studios, but if you cannot come, write for our Christmas folder and our Mail Service Department will render intelligent assistance.

So many of our customers have expressed their pleasure in such enthusiastic terms, as a result of the replacement of old lighting fixtures with new and more appropriate ones, that we are making a special offer to stimulate the desire of others for a demonstration that will prove beyond question our contention that the lighting fixture is a most—if not *the* most—important feature in the furnishing of a room. Without charge, we will install a new lighting fixture in any one room of your house for ten days' trial. Further information on request.

PETTINGELL-ANDREWS COMPANY

ON THE SITE OF THE BOSTON TEA PARTY

Corner Pearl Street and Atlantic Avenue, Boston

3 Minutes from South Station

One of a Series of Newspaper Advertisements in a Special Fixture Campaign

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You Can't SAVE Money You SPEND! Buy War-Savings Stamps!

AGGRESSIVE METHODS PROVE EFFECTIVE

OPPORTUNITIES FOR LAMP SALES DURING SPRING WILL BE BETTER THAN USUAL. WATCH FOR HOUSE-WIRING ANNOUNCEMENTS

DAYS are now growing noticeably longer and in normal times a slump in lamp sales would be expected as a natural consequence. However, these are not normal times and in lamp merchandising, as in almost everything else, the usual order of things is no longer a guide. The country is working more steadily and more earnestly every day prosecuting the war. Industries will be multiplying efforts for some time to come.

It is undeniable that during the past year more than usual difficulty has been experienced by NATIONAL MAZDA lamp distributors in matching deliveries with sales, but as explained in the *Stimulator*, a few numbers back, conditions in the lamp market are excellent when compared with conditions in other branches of the electrical trade.

If you read the market reports in the leading trade publications you have undoubtedly noted that the MAZDA lamp situation is gradually easing. These reports by impartial judges should be encouraging to anyone who may have felt the stress of delayed deliveries in the recent past.

Industrial Field Continues Fruitful

"The larger the lamps, the larger the profits," is the way one agent expressed his view of his lamp business. Practicing his own beliefs, he looked for lamp sales where the larger lamps were needed — in factories, shops and stores. He concentrated on MAZDA C lamps and found his theory about lamp sizes as related to profits correct. And he found too, that the more he was able to tell the factory and store managers about how to use lighting, how good lighting increases production and decreases waste, the more successful he was. These are things no agent who is ambitious to make more money will overlook.



Compare this industrious agent with one who, after reading some suggestions about getting profits through MAZDA C sales, remarked, "That doesn't interest me, I never have calls for any but 25, 40, and 60-watt sizes." This agent's shop was on the edge of the industrial district in a city of 100,000 people. He was one of the kind who believed suggestions and ideas are always meant for the "other fellow." In this case the "other fellow," an agent a few blocks away, has since doubled his contract, while the man who was "dead from the ears up," as Billy Evans, the American League umpire characterizes lethargic people, has lost his agency appointment in favor of a merchant on the same street better gifted for recognizing opportunities.

You are not to conclude that selling lamps of the lower wattages is to be discouraged, not by any means. Lamps below 100 watts are mainly the sizes sold for home lighting; people come to the stores to buy them, but the larger sizes, for lighting factories and stores, are sold by the active work of the agent in the customer's place of business. More effort is required, but the profit is much greater.

Watch for House-Wiring Helps

Indications are reported by reliable authorities that there will be considerable house-wiring business during the coming spring. Of course, the business of wiring and providing the lamps will go to the man on the job. There are still many unwired houses in districts having central station service. Owners have ready money and are willing to invest it in permanent improvements, such as electric service that makes for conservation of the country's resources at the same time. Get ready for this trade; we'll tell you more about it in the next *Stimulator*.



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TURNING SMALL LAMPS INTO Big Dollars

CHANGES IN PRICE SCHEDULE OF MINIATURE LAMPS

ON January 1, 1918, a new price schedule on miniature lamps became effective. A slight increase in list price was made on nearly all MAZDA B automobile and flashlight lamps. The list price of MAZDA C auto lamps was not increased and there should follow a greater proportion of MAZDA C sales.

A change in discounts on miniature lamps greatly strengthens the position of the established agent or dealer, particularly by reducing the discount on small quantities of lamps to direct purchasers.

Another radical innovation is the adoption of a "MAZDA Number" for each regularly manufactured miniature lamp, which simplifies the ordering of lamps, as only the quantity of lamps desired and corresponding "MAZDA Numbers" need now be specified. The same numbering system has been adopted by other lamp manufacturers so that no confusion is anticipated.

NEW MINIATURE LAMP FACTORY OPENED

A NEW, completely equipped factory for the manufacture of NATIONAL MAZDA miniature lamps was opened in Detroit with the beginning of the new year. This factory will add materially to the output of miniature lamps, and its location, close to the heart of automobile production, makes for efficient distribution of its product.

GOVERNMENT BULLETIN ON MINE LAMPS

A VERY complete and interesting pamphlet (Bulletin 131, Department of the Interior, Bureau of Mines), entitled "Approved Electric Lamps for Miners" has just been issued, which discusses the value of portable electric lamps for mine service, tests made on them, and outfits which have been approved.

This Bulletin may be obtained without charge from the Department of the Interior, Washington, D. C.

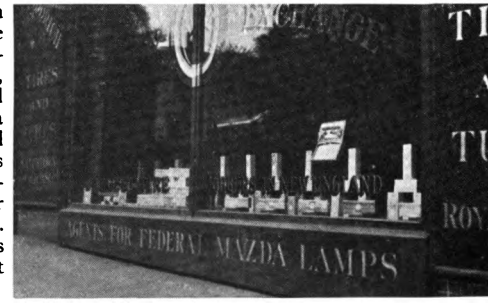
AUTO LAMP DISPLAY AND TESTING DEVICE

AUTO lamp distributors will welcome this new device which makes it possible to display lighted auto lamps to buyers or to light a lamp before selling it, to make sure the lamp is in perfect condition at time of sale. The device consists of a wooden box, 8″ x 8″, containing a Jefferson toy transformer, a small rheostat and a cord and plug for connection to regular a-c lighting circuit. Twelve sockets are provided for both single and double contact bayonet base lamps. The voltage may be regulated by means of the rheostat. The outfit costs less than $10.00. Further details furnished on request.

LETTING PEOPLE KNOW YOU SELL AUTO LAMPS

THE illustration shows the store front of the Broadway Tire Exchange, Providence, R. I., and you can see at half a glance that they sell Federal MAZDA lamps because the big, permanent sign beneath their show window says so.

A sign like this costs a little money, but it lasts and it pays.



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WHAT'S NEW in the Lighting World



A Service For Form B Agents

HAVE you, as a Form B (or MB) agent serving a number of Form A or MA agents, any puzzling problems with regard to systematizing or simplifying your methods of handling your lamp business? If so, we have a man who can very likely help you, as he spends all of his time travelling among our "B" agents and rendering just that sort of service. His name is Laidley. Let the Lamp Division holding your contract know in case you think you might profit by his suggestions.

National Mazda Films Now Available

WE have been informed by a number of our lamp agents that they can make good use of movie films of the National Mazda lamp industry. We are pleased to announce, therefore, that we are now supplying films, on request, to agents and customers who have access to projectors for displaying them, and who are willing to pay transportation charges both ways on the film roll. These films portray the processes involved in making National Mazda lamps, and include also a trip through the Nela Park Laboratories.

School Lighting Code

THE "Codes" for various classes of lighting, issued after thorough study and investigation by specializing committees of the Illuminating Engineering Society, are well worth owning by all who have many lighting installations to design. The latest of these Codes deals with school lighting, and contains 16 pages of data and photographs illustrative of both bad and good practice. The Society's address is 29 W. 39th St., New York.

"How Shall I Light My Home?"

THE second of the series of illustrated popular lectures, produced by the Illuminating Engineering Society, deals with home lighting. About 45 lantern slides accompany the lecture. A similar lecture, "Store Lighting," is also available. A small service charge, covering cost of upkeep and delivery, is made for these lectures. If interested, write to the Illuminating Engineering Society, 29 West 39th St., New York City, N. Y.

Two Technical Bulletins

BULLETIN 7C, "Fundamentals of Illumination Design" and Bulletin 13 F, "Multiple Mazda Lamps," two recent publications of our Engineering Department, will be sent to anyone who has not received them, on request. 7C, a 68-page pamphlet, is really a comprehensive primer on the principles of illuminating engineering. 13F presents the various operating characteristics of Mazda lamps in very complete fashion.

New Luckiesh Book Very Popular

REVIEWS of "The Lighting Art — Its Practice and Possibilities," latest publication by Mr. M. Luckiesh, Nela Research Laboratory, in trade and popular magazines have uniformly commented on one outstanding feature which recommends it highly to dealers and others interested in the application of lighting from other than a purely utilitarian viewpoint. This feature is the clear and easily understandable presentation of the subject. The Lighting Art is a book from which hardly anyone can fail to glean valuable and helpful ideas. It tells the "why" of lighting. There are 24 chapters in 229 pages, illustrated and especially well indexed. The price is $2.50. Order of the publishers, McGraw-Hill Book Co., 239 West 39th St., New York, or of the *Stimulator*.

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Get Interest for your Quarters. Buy War-Savings Stamps!

TRY STICKING TO THE "EVEN TWENTY-FIVES"

A Step For War Economy in Lamp Manufacture and Distribution Which Deserves Your Earnest Consideration

HAVE you joined in the "even-25" movement? As you probably know, this consists in making every effort to swing one's lamp business into the following wattage sizes: 25, 50, 75 (MAZDA C), and the larger MAZDA C lamps. The 40 and 60-watt lamps are not included.

From a commonsense standpoint it will be evident to you that having three sizes so close together as the 40, 50 and 60-watt, means sacrificed economy, both in manufacture and distribution. Three different types must be carried in stock, where only one of the three is really necessary. It hardly seems reasonable to suppose that such a state of things can be allowed to continue indefinitely, now that the universal cry is "Economy"! The wise agent does not wait for the inevitable, but starts training his demand long beforehand.

Do you honestly know of a single instance in which 40-watt lamps are now being sold, where it would not be better business to sell 50's? Have you ever sold a 60-watt where a 50-watt MAZDA B or a 75-watt MAZDA C would not have given equal or greater satisfaction? And even if the change should work a slight temporary inconvenience in some cases, is not such inconvenience more than counterbalanced by the gain in economy so essential in wartime?

Resolve to try, for six months only, pushing the 50 and getting along without the 40 and the 60. It will involve some advice and explanation to your customers at first. Then in six months, let us know whether you advocate continuing the practice. We believe you'll find your business so much simplified that you'll raise both hands in approval.

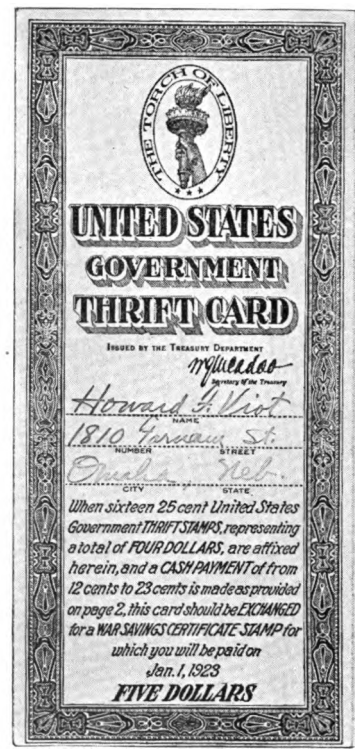
THE "GIVE-AWAY-SOME-THRIFT-CARDS" MOVEMENT

STIMULATOR readers are not only patriotically investing in War-Savings Stamps on their own account, but many are vying with each other to see who can *give away* the most Thrift Cards — thus encouraging others to loan to Uncle Sam the quarters which are so easily wasted.

A loan of only $2.50 by every person in the U. S. would provide the Government with a quarter of a billion dollars and its investment would hardly be felt by the individuals.

A Thrift Card with one War Stamp on it costs 25 cents, a full card $4.00. But in presenting these cards to friends as birthday remembrances, or in giving them to your employees or household servants, it is advisable to leave most of the stamp spaces *unfilled*, so the cards will really promote thrift by creating a desire to fill the blank spaces.

Decide that you are going to begin right now to invest a lot of quarters this year, both to save yourself and to start others saving. You want to see the *Big Job* cleaned up quickly, don't you? Prove it! Thrift Cards, like the one illustrated here, are on sale at all Post Offices and at many other agencies, such as banks, stores and clubs.



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HERE'S a bit of real news about Mr. Sam Furst, Bryan-Marsh Kansas City branch manager, which certainly draws a heap of good wishes from us: "Mr. and Mrs. William Doty announce the marriage of their daughter, Miss Helen Martin, to Mr. Sam Furst, on Saturday, December twenty-second, one thousand nine hundred and seventeen, Kansas City, Missouri."

"Lemon, the Lampman," as H. R. Lemon, Sunbeam Booster, Cleveland, styles himself, sent cards to all of his agents bearing the following "10 Lemon-aids." They're refreshing:

10 LEMON-AIDS

Don't forget to get the date of the prospect's Lamp Contract.
Don't forget to ask the size of the Contract.
Don't forget to talk Lamp Contract to the large buyer of lamps.
Don't make a Contract for an amount you know customer can't use.
Don't fail to bill back to next basis, if customer fails to use amount of Contract.
Don't sell any lamps at Contract discount, unless you have customer's signed Contract.
Don't allow 2% cash discount, except when paid 10 days from date of invoice.
Don't fail to get your lamp report in promptly with remittance.
Don't order more lamps than you can use in 60 days.
Don't forget that I am at your service when you need help.

Yours for more business,

LEMON, The Lampman

Since the first of the year Mr. A. M. Klingman, formerly assistant to Mr. C. W. Bender, manager of Commercial Development Department and more recently in charge of Peerless Division headquarters in Philadelphia, has been associated with the General Sales Office at Nela Park.

Packard agent, J. M. Fried's advice to MAZDA merchants is not to specify lamp voltage on hearsay information. Find out for yourself, or have the central station find out for you, what voltages on various circuits are. That's what Mr. Fried does at Vicksburg, Miss. It's good advice.

Mr. John Casey, manager of the Minneapolis office of Federal Sign System (Electric), G. I. agent, says that sign owners appreciate reminders of burned-out lamps in signs noted by men of his organization. Such reminders help sell lamps and leave a good impression of the organization's service.

A MAZDA mother for tiny chicks is the suggestion of Mr. R. A. McPhee, Sunbeam MAZDA merchant, Plains, Kansas, who says he raised over 80 of them in a home-made brooder consisting of a paint box, 24" long, 14" wide and 6" high. The box was lined with cotton flannel, with strips of this material covered with feathers fastened with mucilage suspended within. Holes were bored at the ends for ventilation and a small opening at one side for an entrance. A 15-watt MAZDA lamp confined in a tin coffee can supplied heat for this artificial hen.

The distinction of lamping Atlanta's spendid new fireproof hotel, the Cecil, has fallen to the Queen Mantle and Tile Company, aggressive Colonial agents, reports Mr. J. A. Hohman. 1500 bright specimens of National Quality will "welcome the coming, speed the parting guest."

The Pacific Hardware & Steel Co. and Baker & Hamilton, two long established San Francisco firms, recently combined to form the Baker, Hamilton & Pacific Co. The company is a Banner agency.

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CONCENTRATE ON THIS S
IN ORDER TO CLIMB FAST IN THE LAI

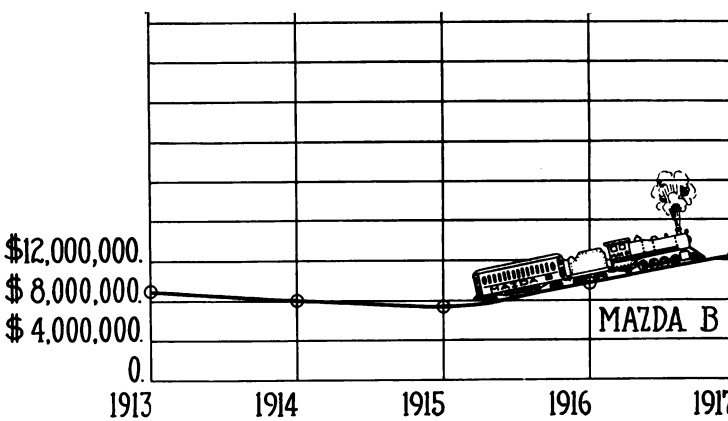
DONKEY-RIDING is better than walking, if you have a mountain to climb. If you're in a hurry and there's a cog-railway handy, you'll prefer that. But *if you're an aviator*, you can be up in the clouds, circling above the mountain-top in your airplane, before the donk has decided to start or the steam-train is halfway up.

Just so in the lamp game. Pushing the carbon lamp nowadays is about as slow an occupation as pushing a mule up a mountain. The MAZDA B lamp is the locomotive that satisfied our ideas of swiftness yesterday, and must still receive a great deal of attention — but in order to soar swiftly to the heights of success as lamp agents, each of us must learn to drive a MAZDA C airplane, and the sooner the better. Figures don't lie, and figures prove that the MAZDA C conveyance will make your MAZDA B method of transportation look slow.

Glance at the MAZDA B business curve at the bottom of this page, and the MAZDA C curve opposite. Notice the remarkable, consistent increase in the annual volume of NATIONAL MAZDA C business, building up from nothing at all, in 1913, to over $4,700,000 last year. To be sure, the MAZDA B business has grown also, but with nothing like the consistency and speed manifested by the sales of the larger, more efficient lamps. Carbon lamp sales for the past five years are not plotted below, but have actually shown a net decrease.

The amazing four-year growth of MAZDA C sales is a sufficient answer to the few scoffers who, in 1914, could see no future for the non-vacuum (MAZDA C) lamp, and accordingly declined to get behind it and boost.

In the September, 1913, *Stimulator*, we stated that "the



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TIFTLY GROWING BUSINESS
P WORLD, USE THE MAZDA C AIRPLANE

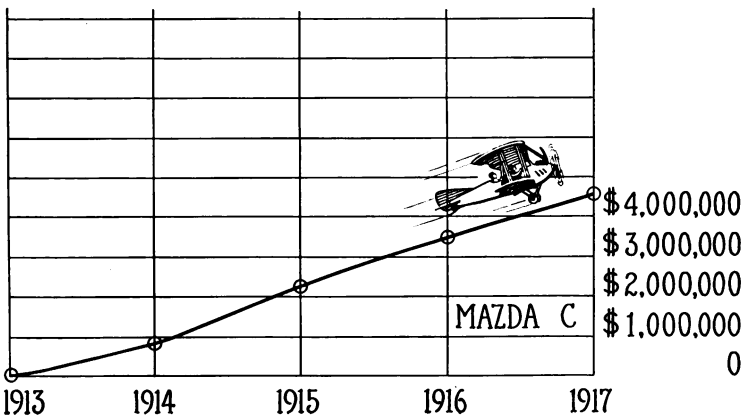
new lamps promise to be of particular value in a field hitherto little covered by incandescent lamps, and should greatly broaden the range of usefulness of the MAZDA lamp." That prophecy has now been fulfilled.

In the May, 1914, *Stimulator*, it was pointed out that "the ultra-conservatives, of course, we have always with us — distributors who either fail to recognize the demand or are too sluggish in getting after it. These are they whose weeping and gnashing of teeth always sounds loudest when the cream has finally been skimmed off." We shall be glad if that prophecy is never fulfilled — if we should never have any such distributors.

There could not be a better time than today to start booming the MAZDA C end of your business. Getting started means, first of all getting out of your office and interviewing the heads of various stores and industrial plants in your neighborhood. It means aggressiveness — a man can't sell MAZDA C lamps if he's "office-bound."

The booklet "Better Factory Lighting," of which we will gladly send you a copy if you do not already possess one, will help you in presenting the arguments for better MAZDA C illumination. Greater safety for life and limb — increased production — decreased spoilage — greater economy — aren't these highly important factors in helping Uncle Sam win the war? They are; and that one fact should make us resolve to get back of the MAZDA C lamp with all of our might — and push! Even if the country were at peace, the desire to build up profitable business would force you to the same resolution.

The field for MAZDA C sales in 1918 will be far greater than ever before. Prepare to board your airplane — today!



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EXCHANGE

MAZDA MERCHANDISING IDEAS

MANY MAZDA merchandisers have their ideas recorded here and we'll warrant there's something of interest to you. First is the opinion of Mr. E. E. Tawney, experienced Sterling Division salesman, who says: "Wattage for home lighting can be brought to the proper point by the recommendation of the lamp merchant." He speaks with authority for he has assisted in the growth of the lamp business since shortly after MAZDA lamps were "the newest things on the market."

Mr. Tawney takes a quiet fling at the lamp merchant or salesman who "wouldn't bother with carrying a sample." "My recollection of the introduction of MAZDA C lamps," says he, "is that demonstration sold the lamps, and lamps of the higher wattages were sold when customers were shown that more light was desirable, whether in a factory, store or home. 'Seeing is believing,' is still true.



"With all of the women carrying knitting bags of various proportions, why should anyone feel doubtful about carrying a few lamp samples when going after a lighting job?" There's a lot of hard sense in Mr. Tawney's comment.

Demonstration Sure Seller

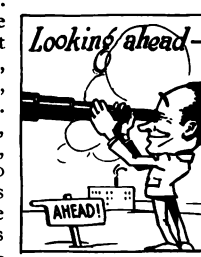
Mr. J. P. Hagerty, who sells Bryan-Marsh lamps for the Julius Andrae & Sons Co., Milwaukee, has started a number of agents on the road to larger lamp sales by encouraging lighting demonstrations. Mr. Hagerty has suggested and aided in carrying out demonstrations of lighting in prospects' stores by agents under the agreement by the agent and prospect that if the sample lighting is not satisfactory the prospect should bear no expense.

Of course the agent tackles prospects whose lighting he can improve—thus the demonstration assures the sale of an installation. Two points not to overlook are to call the attention of other prospects to each demonstration, and to put improved lighting in only one window when there are two or more in the store. Thus the demonstration speaks for itself.

Just because you have MAZDAS in mind most of the time isn't evidence that customers think of them constantly, is the line of reasoning Mr. Francis J. Jacobson, of the Wm. Hall Electric Co., Dayton, Ohio, uses in boosting Bryan-Marsh MAZDA sales. "When customers come in to order other goods, I always suggest MAZDA lamps, whether the order is large or small."

Mr. Jacobson is a firm believer in window and counter displays, having learned through experience that even a simple display of a package of cartons dumped in the window, with a card inviting customers in to ask about lamps, increases sales. Suggesting more light and comparing lamps sells the higher wattage lamps, too.

Looking ahead is good business when selling MAZDA lamps, according to Mr. J. B. Kolsta, of the Greusel-Quarfot Electric Co., Shelby agents, Milwaukee. Mr. Kolsta says, and he's right, that it's best to sell customers lamps of the same voltage as that of the circuit, because lamps burned at their rated voltage, give the best results and eventually overcome any prejudice in favor of lamps that may appear brighter or better because they are burned at too high voltages. It's steady, satisfactory service that counts.



Choose Lamps to Fit

NATIONAL MAZDA lamps are accurately made and labeled for the

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Turn slacker dollars into Thrift Stamps

voltage at which the best service will be rendered under ordinary conditions. This is the fact Mr. John G. Gaines, Electrical Appliance Co., Packard agents, Chicago, believes MAZDA merchants should keep in mind when considering the voltage of lamps to be used by customers.

Mr. Gaines draws a clever analogy between lamp voltage and a man's clothes that may well be used in making explanations to customers. "If your clothes don't fit, you don't appear well, and if the lamp voltage doesn't match the socket voltage, the lamp neither appears nor performs well."



Mr. E. E. Shriver, of Missouri Gas & Electric Service Co., G. I. Division distributors, is another champion of the "best service" idea, advocating accurate knowledge of voltages on various circuits and pleasing customers by supplying lamps of voltage ratings to match. Such a course unfailingly builds good will.

Doesn't Let Them Forget

"Keeping NATIONAL MAZDA lamps, and places where they can be obtained, constantly before the public builds lamp sales," says Mr. G. H. Meyer, Sieffert Electric Co., Fostoria agents, Evansville, Ind. The Sieffert Co. makes good use of the NATIONAL MAZDA Lantern Slide Service (of which more is said on page 4), using each slide from several days to a week in picture theatres in all parts of the city.

Mr. Meyer also pays particular attention to the sale of auto headlight lamps, boosting sales of MAZDA C lamps over MAZDA B lamps by simply showing customers the difference in light obtained.

Citizens of West Hoboken, N. J., carry their lamp troubles to Mr. Charles Frei, agent for the Fostoria Division. Mr. Frei says many factory managers and home owners wonder why lamps of the same wattage do not burn with equal brightness. The cause is usually incorrect lamp voltages. "I remedy these faults by selling 110-volt lamps, the proper voltage for our neighborhood, and explain the reason, which makes friends of my customers," says Mr. Frei.

A MAZDA merchant should do more than simply hand over lamps for money, in the opinion of Mr. J. C. West, of C. M. Cockrell Co., Buckeye agents, Dallas, Texas. "To satisfy a customer see that he gets the proper lamps for his needs and he will become a return customer," says Mr. West.

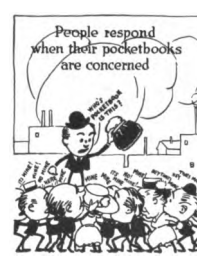
"By showing interest in the customer's needs, the location where lamps are to be used can be learned and then lamps of the right wattage, voltage and finish, clear or frosted, can be recommended. This sort of service is appreciated by customers and certainly helps our business."

Educate Them

People are anxious to know about the merits of MAZDA lamps and will listen if information is offered, according to Mr. Edward P. Liston, Chief Salesman of the Public Service Co. of Northern Illinois, Evanston, Ill. "Because you know MAZDA lamps so well is no reason to think your customers are as well informed. A MAZDA display to educate the public should be in evidence all of the time, either in the window or elsewhere in the store. There should be good, readable placards also." Mr. Liston practices his beliefs in selling G. I. MAZDAS. His suggestions are certainly worth a trial.

Dollars and Cents

People respond when their pocket books are concerned, is the belief of Mr. J. W. Williams, Superintendent of the Village Light Plant, Belmont, Wis. Therefore Mr. Williams explains to lamp customers the relative cost of operation per hundred hours for various sizes of Packard MAZDA lamps, also explaining that, as the wattages increase, the candle-power received per dollar cost of operation also increases. Four times a year Mr. Williams offers an electrical prize to the school child selling the most watts in a house-to-house lamp selling contest.



(*Continued on page 22*)

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Thrift Stamps are better than money—they earn money

WHAT SOME PEOPLE HAVE

PERHAPS you're old enough to remember when people didn't realize that the parlor paid the biggest dividends if used frequently. There aren't many air-tight, padded parlors left in comparison with the number 25 years ago. Too many people have found a way to make the parlor pay the rent, just as a great many NATIONAL MAZDA merchants have put their "silent salesman," the display window, to work and realized returns on its upkeep.

That the proper treatment of a display window results in material returns is nowhere better demonstrated than in the case of a merchant who sets out on a definite window display schedule. A striking example is the case of H. C. McGaughey and Brother, Greenville, Texas, reported by A. K. Osborn, Asst. Mgr. of the Banner Division. Mr. E. R. Johnson of this agency began reporting window trims and other advertising display features several months ago, and it was then that sales reports and orders began to increase, says Mr. Osborn. The answer is obvious.

St. Patrick Souvenirs

Timeliness is essential in displays, according to Mr. C. N. Hookey, Buckeye Division agent, Natrona, Pa. Mr. Hookey puts his belief into practice on many occasions. He made a feature of a St. Patrick's MAZDA display last year, using the news-



papers as well as the moving picture theaters to call attention to his lamp sale and offer of a shamrock souvenir.

Green lamps in the window added to the display effect. The fact that he distributed about 500 shamrock souvenirs with MAZDA messages to customers indicates the success of Mr. Hookey's effort.

Realism was the main feature of a St. Patrick's MAZDA display originated and reported by Mr. John Sell, of the Sell-Atkins Mercantile Co., Peerless agents, Pittsburgh, Kansas. A real, live Irishman, instead of a model or an illustration, in a bishop's cap and shepherd's stick, with snake skins (obtained at a 10 cent store) draped about his waist, occupied the window. The fact that the elderly man read without glasses by the light of MAZDA lamps helped put over the "Better Light for Better Sight" slogan.

Make POST Pages Work

Many NATIONAL MAZDA distributors made good use of the display opportunity afforded by the last NATIONAL MAZDA double-page spread in colors in *The Saturday Evening Post*, using the tie-up trim to the best of advantage. To have at hand, simply for the asking, a complete MAZDA selling display that makes an elaborate magazine color spread work for you seems almost too good to be true, but it is true and those MAZDA merchants who realized the possibilities made the most of it. More opportunities are coming; keep an eye out for them.

The upper *Post* tie-up display shown on page 17, was installed by Mr. Earle G. Meeks, of Fostoria distributors, The Hydro-Electric Light & Power Co., Connersville, Ind. The display made a decided hit and added more laurels to the Connersville Company's local standing.

Pleasing Originality

Such a firm believer in the efficacy of well-designed MAZDA displays is Mr. Louis E. Ragan, of The Rome Gas, Electric Light and Power Co., Rome, N. Y., Colonial distributors, that he frequently originates seasonable ones and installs them with most pleasing results. The lower one shown on page 17 was used by Mr. Ragan last December as a *Saturday Evening Post* tie-up; note the natural appearance of the snow and icicles. His description reads: "The window was arranged as a winter scene and attracted a great deal of attention.

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LEARNED ABOUT WINDOWS

Icicles were painted on the window and small pieces of cotton pasted on the glass made a very good representation of snow. The scene in the background was painted by one of our electricians. Large and small MAZDA lamps were scattered on the floor. As you will note the scene was surrounded by cartons of lamps. The double-page National MAZDA *Saturday Evening Post* ad for December 8, in colors, had a prominent place in the display!"

Truly these MAZDA merchants are making their windows pay the rent — and then some! With an earnest effort you can do likewise.



Adopting Two Pages of NATIONAL MAZDA *Post* Advertising by Using a Tie-up Window Display



Original *Post* Tie-up MAZDA Window by Mr. Louis E. Ragan, Rome Gas, Electric Light and Power Co., Rome, N. Y. In order to photograph the window in detail, one placard was removed, reading, "Make Your Home Bright, These Long Winter Evenings, with MAZDA Lamps. Don't Come Out in the Storm, 'Phone for Them".

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INTENSIVE MAZDA SALES CULTIVATION

SOME EXAMPLES OF WHAT DETERMINATION TO GET THE BUSINESS WILL DO. THE PROCESS ISN'T DIFFICULT

WHO hasn't heard of intensive farming? Many a back yard and some front yards were intensively cultivated last summer and many more will be subjected to similar treatment this year, on account of the old "H. C. L."

It's the intensive part we're getting at. A lot of people who never did anything intensively before the War are finding out that, regardless of the dire necessity that forced them to it, there's a lot of joy in doing something good "with all your might." Along with those who have adopted intensive methods because of necessity are those who are intensive because of natural progressiveness.

Among the latter are several MAZDA merchandisers whose experiences in intensively cultivating fields for MAZDA sales furnish some mighty good examples. One of them is Mr. E. F. Dahlheim of the Minot Electric Co., Sunbeam agents, Minot, N. D. Mr. Dahlheim was out after lamp business and he didn't propose to wait for it to come to him. He wasn't willing to let the lamp user take the initiative in filling empty sockets so he mentioned the need for lamps himself.



A week's canvass of stores, shops and homes yielded orders for 3400, in sizes ranging from 10 watts to 100 watts, in quantities ranging from 5 to 200 lamps per order. Through this effort the number of MAZDA C-2 lamps in use in Minot was raised from about 25 to more than 500. That's a pretty good record for a city of 11,000 people. How many of those 3400 lamps do you suppose would have been bought had their need not been called to the customers' attention?

When entering a store or shop, whether acquainted or not, Mr. Dahlheim always asked for the manager — he was after immediate results and he got them, as his record shows.

Ready to Serve

To get the profits possible through MAZDA sales Mr. E. R. Beers, owner of the Schuylkill Electric Construction and Supply Co., a Fostoria Division agency, Shenandoah, Pa., has arranged his store "so that at one end nothing is sold but lamps. At all times one carton of each size is open so that I can show the different wattages in less time than is necessary at any other store I ever visited, thus pleasing customers and not wasting their time or mine hunting for what they might want."

Mr. Beers makes it a point to know the voltages maintained on various circuits in his territory and always explains to customers the necessity for using lamps of the correct voltage. House to house canvasses by his salesmen account for a part of Mr. Beers' success in lamp merchandising.

"Keep the old trade; old trade brings new trade," is a truth this merchant never forgets. Seven years ago the yearly lamp sales of this agency amounted to $175.00. In one month last year lamp sales were $811.39, which is sufficient evidence that intensive attention to a good profit maker is profitable.

Keeping Customers Supplied

Empty sockets and burned-out lamps in stores and shops suggested an idea to Mr. E. F. Baertschi, Manager, The Toledo Electric Sales Co., Fostoria agents, Toledo, O. Mr. Baertschi impressed upon his salesmen the truth that when lamps are immediately available, people will replace old and burned-out lamps promptly. Many stores and shops, customers of this agency now carry reserve stocks of lamps, something never done before the necessity and convenience of extra lamps were called to their attention. The big idea



(*Continued on page 19*)

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SALESMEN GET MAZDA C-2 LAMP ORDERS

WIDE RANGE OF USES FOR APPROXIMATE DAYLIGHT LAMP. HOSPITALS A FERTILE FIELD FOR SALES

THINGS have been quite lively with MAZDA C-2 lamps since the last *Stimulator* and more especially since the little book *How to Sell MAZDA C-2 Lamps* found its way to the hands of *Stimulator* readers. A number of unusual installations have been reported, the tone of these reports indicating that these contracts were largely the result of attacking the problem in a logical manner, taking into consideration the principal requirements for the most desirable lighting of the locations considered, and presenting the merits of MAZDA C-2 lamps for answering these requirements.

For example, the lighting of the new two-million-dollar Thomas Ruddy Co. packing plant, Kansas City, with MAZDA C-2 lamps of the 100-watt, 150-watt and 200-watt sizes is the result of the efforts of Mr. K. G. Rennie, lamp and lighting salesman. He saw the advantages of a higher degree of accuracy in color distinction in a meat packing plant than is afforded with regular MAZDA lamps, took his message to headquarters and got the order. Over 1200 MAZDA C-2 lamps are in satisfactory service in this plant.

MAZDA C-2 in Surgery

Raymond F. Johnson, Bryan-Marsh representative, Chicago, has been reporting sales of MAZDA C-2 lamps for operating rooms and hospital clinics. As evidence of the satisfaction given by these lamps in this class of service, Mr. Johnson forwards the following letter from James A. Jackson, M. D., Jackson Clinic, Madison, Wisconsin:

"I am writing you a few lines to show you the appreciation that we have in our work as surgeons and roentgenologists for your MAZDA C-2 lamps. We find them a wonderful improvement in our operating room light. They give us a penetration hitherto unapproached by any light we have used, enabling us to see into the bottom of the wounds we are operating on with a wonderful clearness.

"As an illuminator for X-Ray plates there is nothing so good as the afternoon daylight in viewing them.



The MAZDA C-2 lamps give this exact effect, bringing out the different shadows and degrees of density in the plate which is necessary to enable one to make an accurate diagnosis. We heartily recommend this light for the operating room and for roentgenologists to illuminate their plates."

More Evidence

Hospital supply houses have taken up the distribution of MAZDA C-2 lamps, replacing carbon lamps for physicians' diagnostic boxes and stereoscopes. "Large numbers of MAZDA C-2 lamps are sold for use in diagnostic boxes for illuminating X-Ray plates," writes Mr. Wm. C. Broenen, of Noyes Bros. & Cutler, Inc., hospital supplies, Sterling Division agents, St. Paul.

The instances mentioned are but a few of the possibilities for MAZDA C-2 sales. An opportunity awaits wherever light is required affording better color distinction than is possible with clear or frosted MAZDA lamps. Round up your MAZDA C-2 prospects; there's money in it.

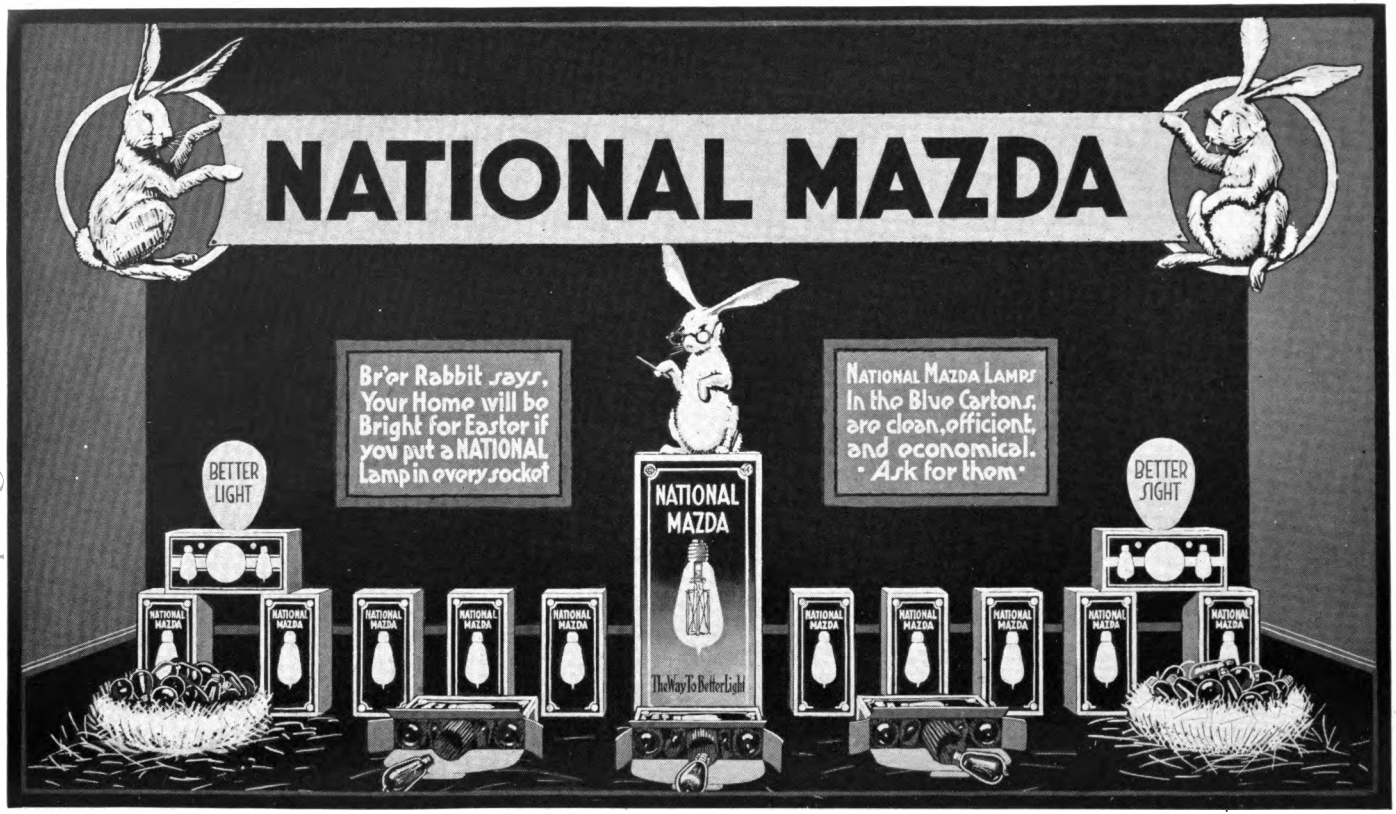
Intensive MAZDA Sales Cultivation—*(Continued from page 18)*

behind this MAZDA merchandiser's successful lamp selling drives, is that customers should be sold all they should use, with an emergency supply, not the least they can get along with. Lamps are an every-day necessity, not a luxury.

There's nothing difficult about intensive MAZDA selling. It's largely a matter of resolution and determination as the foregoing instances indicate. Muster your determination then, and proceed to share in the larger profits.

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Do "two bits" for your country. Buy 25c Thrift Stamps!



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Put Across An Economy Lesson This Easter



Let Economy be your Watchword. When brightening your home for Easter do it with

(Brand of lamp here)

Mazda Lamps. They prevent waste and preserve your sight. Call personally or phone (Put 'phone number here).

(Your Name and Address here)

4-inch, 1-column Newspaper Ad Plate No. 21001
(Use the Enclosed Post Card)

WHEN people are busy renovating homes and stirring things up in general about the house is a mighty good time to remind them about lamps. Easter falls on an early date this year, March 31, just about time for the annual house-cleaning session. That's why the week or ten days before Easter should find an effective Mazda display in your window.

The National Mazda Blue Carton suggests economy, for Mazda lamps are the most economical light producers in common use. Economy is the watchword of the country. By featuring National Mazda lamps and the Blue Carton in your window and urging your customers to replace all old lamps and wasteful carbon lamps with Mazdas, you will be helping along the great patriotic movement for abolishing waste, as well as increasing your sales.

WHAT I AM OFFERING YOU

Last year many National Mazda merchants used a National Mazda trim for the season with remarkable success. Because this trim has proved its worth, I am offering you the same materials, with scarcely a change, for an Easter feature this year. There are two rabbits holding a National Mazda streamer, to be fastened to the window; a big cardboard rabbit cut-out to stand on a Jumbo carton, two cardboard egg cut-outs and two placards. All materials are in appropriate colors.

You have a Jumbo Carton; save other empty cartons for use in the display. A little straw from packing boxes will suffice for nests to hold the Mazda eggs. This display is effective, yet simple and easy to install, as the special materials come ready for use.

WHEN TO INSTALL THE TRIM

Put the trim in your window on Saturday, March 23, or not later than Monday, March 25, a week before Easter. Order early, use the enclosed post card and don't overlook the newspaper ad plate and lantern slide I am offering to tie-up your window advertising with the newspaper and moving picture theatres.

Yours truly,

ZIM.

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THE HONORLITE, A NEW LIGHTING SPECIALTY

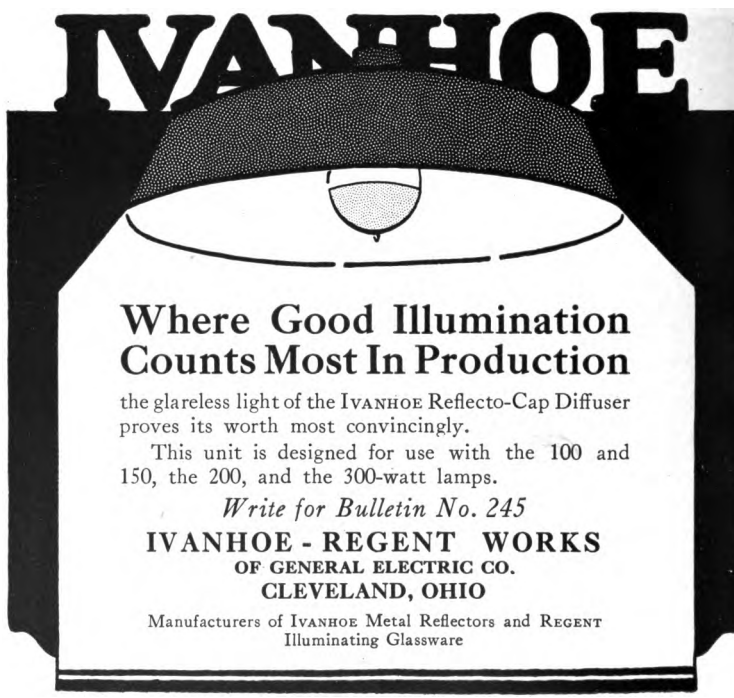
THE Chas. Polacheck & Bro. Co., Milwaukee, has announced the "Honorlite" a new lighting specialty which is finding favor with many. It is a handsome indestructible pedestal of wood pulp composition finished in ivory or bronze, modelled in the form of two eagles holding an 8-inch alabaster ball which contains a socket and a MAZDA lamp. A Service Flag, 3-in. x 8-in. is applied to one face of the ball by a waterproof process. Five blue stars are supplied to be applied as needed. Names may be inscribed on the opposite side of the ball. The Honorlite stands 12-in. high on a 6½-in. base. It is furnished with 6 ft. of cord and a plug. In dozen lots the price is $3.40 each. Singly, the price is $3.75. For further information address the manufacturers.

Exchange MAZDA Merchandising Ideas—(*Continued from page 15*)

The Golden Rule

Mr. T. A. Thompson, of the Claremont Ry. and Lighting Co., Claremont, N. H., applies the "Golden Rule in Lamp Selling" by recommending Bryan-Marsh MAZDA lamps when making complaint tests on meters for customers using carbon lamps. "It serves the double purpose of selling more lamps and keeping the customer satisfied," says Mr. Thompson. This course is especially appropriate now when fuel conservation is urgent.

A similar idea is advanced by Mr. Max Moskowitz associated with H. Jasper, Bryan-Marsh agent, Jersey City, N. J. Recently he sold an order of over 1100 MAZDAS to replace carbon lamps in a factory, after demonstrating to the manager, with a meter, that his carbon lamps were wasting current and fuel at the rate of $1.00 per hour. "Find out where the lamps are to be used and then help the customer select the proper wattage and voltage. Such service sells more and larger lamps," says Mr. Moskowitz.

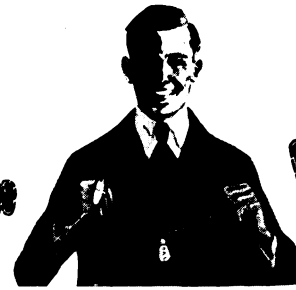


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Use NATIONAL MAZDA Lamps and buy Thrift Stamps

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IT'S QUITE THE FASHION

to have a neat ornament suspended from a "cross vest" watch chain, with a "nifty" and useful counter-weight on the chain end opposite the watch. If you're as human as we are, you've often muttered "Some Class!" when you saw somebody who carried these valuable trimmings on the hitch of his time-piece, though you never got around to buying similar ornaments for yourself.



HOWARD F. VIOT
3rd Degree V. W. Q.

Listen! Instead of buying these trimmings, you may receive them *free* if you have any original, practical lamp-merchandising ideas that we can publish on the following subjects:

(*V*) Why it is good business to sell only lamps of the proper voltage.

(*W*) How to sell lamps of the higher wattages (especially MAZDA C lamps) in preference to low wattages.

(*Q*) How to increase the quantity of lamps sold.

The publication in the *Stimulator* of your ideas or experiences on any one of these points assures your election to the Light Brigade (Order of V-W-Q) and secures for you the First Degree emblem, a gold-filled watch fob. The second point you cover secures the Second Degree with its emblem, a sterling silver penknife for your watch chain. The third time you have a story published and have covered all three points V, W, and Q, the highest honor is yours—election to the Third Degree in the Light Brigade. This brings you immediately two U. S. Government Certificate Stamps (see page 6), convertible after the war into a 14-karat gold medal, and in the meantime a classy bronze medal to show that you are a Third Degree member.

Distinction and emblems of real value are the rewards of those who are successful in trying for the Light Brigade. Isn't that inspiration enough for anyone?

This month degrees have been awarded to the following:

First Degree, *Messrs. Baertschi, Beers, Casey, Dahlheim, Frei, Gaines, Hagerty, Jacobson, Kolsta, Liston, McPhee, Meeks, Meyer, Moskowitz, Sell, Shriver, Thompson, West and Williams.*

Second Degree, *Messrs. Fried, Johnson, Lemon and Tawney.*

Put your ideas on paper and mail them to us. Make them tangible, definite, workable. Then the chances will be all in your favor.

NATIONAL MAZDA STIMULATOR
NELA PARK CLEVELAND

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The Stimulator

April 1918

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WIRING—WHILE WARRING

★

"HOW should I modify my spring wiring campaign plans, now that my chief business, as an American, is to help win the war?" This question has undoubtedly confronted hundreds of *Stimulator* readers. The sooner each of us settles it by adopting a positive, patriotic policy, the better it will be for everybody.

Have you realized that the very fact of our being at war gives you a brand-new selling argument for the wiring of non-wired buildings? A pint of coal-oil, burned in an oil lamp, will produce about 1100 units (lumen-hours) of light. That same pint of coal-oil, burned under the boiler in a modern central station, will give the consumer 4900 units of light through MAZDA lamps.

If a goodly percentage of the non-wired premises in this country can be wired before next winter, a definite and important step in fuel conservation will be accomplished.

Look over your own territory, and decide whether this isn't about "the best time ever" to interest the workingman of the humbler class in getting his home wired. Isn't it true that he and his family are working more steadily and getting higher wages than ever before in their lives? Put yourself in his place. Wouldn't you, under such circumstances, be anxious to graduate from that class of population which is earmarked by the lack of electric light? You bet you would, and you could probably pay spot cash for your improvement; if not complete wiring at least a "kitchen service" installation, comprising one light and flatiron outlet. Europe, in several of her countries, long ago put us to shame in the extent to which poor people have their homes wired. If *they*, struggling under the war-tax burdens of many past generations, could afford electric light, why can't *every* American wage-earner who owns a home in this prosperous country be sold on the proposition this year?

Above all, let the electrical interests in each community organize and mobilize as one body for the spring wiring drive. Money to finance new installations is, in many communities, hard to borrow, but where such difficulty exists, co-operation between the central station and all of the reputable local contractors will go far towards removing it. No profits should be lost, or money wasted, in cut-throat competition. Following existing lines of central stations! Follow the Goodwin Plan! Co-operate!

On pages 12 and 13 various wiring campaign methods are presented; you may find that some of them tally closely with your own conditions.

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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI APRIL 1918 NUMBER 7



WE'RE GOING STRONGER THAN EVER; WE'LL KEEP GOING

YOU needn't look for an abatement of NATIONAL MAZDA advertising this year. The big war has caused a lot of wondering about many things but you may rest assured that NATIONAL MAZDA won't pass from its place in the public eye. Sometimes, *Stimulator* readers, you have had difficulty in getting lamps to supply your trade — and yet we keep on telling people about NATIONAL MAZDA lamps in colored pages of *The Saturday Evening Post* and, this year, in full pages of 26 different publications reaching all divisions of the electrical industry, the automobile industry, the hardware industry, the motion picture industry and general manufacturing. We keep on talking NATIONAL MAZDA lamps and good lighting to all lamp users.

At first this may seem a bit inconsistent; but is it? You will agree that it isn't when you go a little deeper and realize that the prestige and good will established for the NATIONAL MAZDA name, bit by bit, since we began talking to the people in publications of nation-wide circulation, for your benefit and for ours, are invaluable assets most worthy of constant attention and care. To hesitate now would be to lose.

Advertising is an essential part of merchandising; you know that! The benefit you derive from NATIONAL MAZDA advertising depends mostly on the use you make of it. We want everybody to know that the name NATIONAL MAZDA stands for better lamps and better lighting always, during the war and after the war. The closer your alliance with our NATIONAL MAZDA messages to the public the greater your benefit. Your advertising in newspapers, movie shows, the mailing folders you send to customers and your NATIONAL MAZDA window displays all help in strengthening your connection in the public mind with the reputation of NATIONAL MAZDA.

Just a few days ago you saw in *The Saturday Evening Post* for March 16 a page printed in colors telling about NATIONAL MAZDA. Most likely you connected with it and made it work for you. On page 5 of this *Stimulator* is a reproduction of the page to appear in the *Post* for April 13. Make the most of that, too. This good work will continue stronger than ever.

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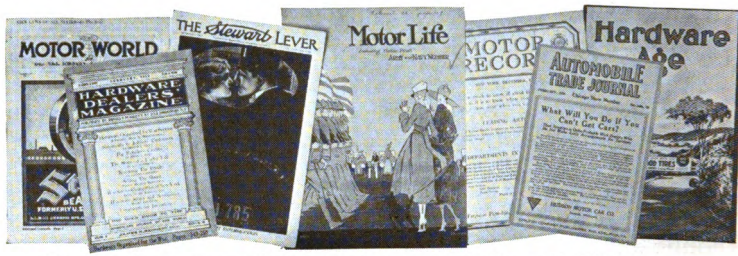
TURNING SMALL LAMPS INTO Big Dollars

Spring Auto And Flashlight Advertising Campaign

SEVERAL years ago a well-known manufacturer of toilet goods believed that his name was so thoroughly established that further advertising was a waste of money. In a few months sales began to fall off. In a year the policy was so frankly a failure that a strong advertising campaign was decided upon. It has cost many years of big advertising to make up for the year missed.

Even though agents and customers for National Mazda miniature lamps are still unable to get sufficient deliveries to supply all customers, we are working to their best interest in extensively advertising lamps in order to insure future lamp demand.

Advertisements on National Mazda automobile and flashlight lamps during April, May, June, July and August will appear in all of the well-known



National Mazda Auto and Flashlight Lamp Ads Will Appear In These Journals

automobile and hardware papers, such as *Motor Life*, *Motor World*, *Automobile Trade Journal*, *Motor Record*, *Stewart Lever*, *Hardware Age* and *Hardware Dealers' Magazine*.

In these advertisements will be featured the 100-lamp assortments of automobile and of flashlight lamps, the auto lamp kit, and the advantages of Mazda C headlights and spotlights over Mazda B lamps. Not only will this advertising tend to maintain the prestige of National Mazda lamps in the automobile supply and hardware trade, but it will also give present agents and dealers an opportunity to profit by selling lamp stocks to new dealers.

Handling Miniature Lamps as a Service

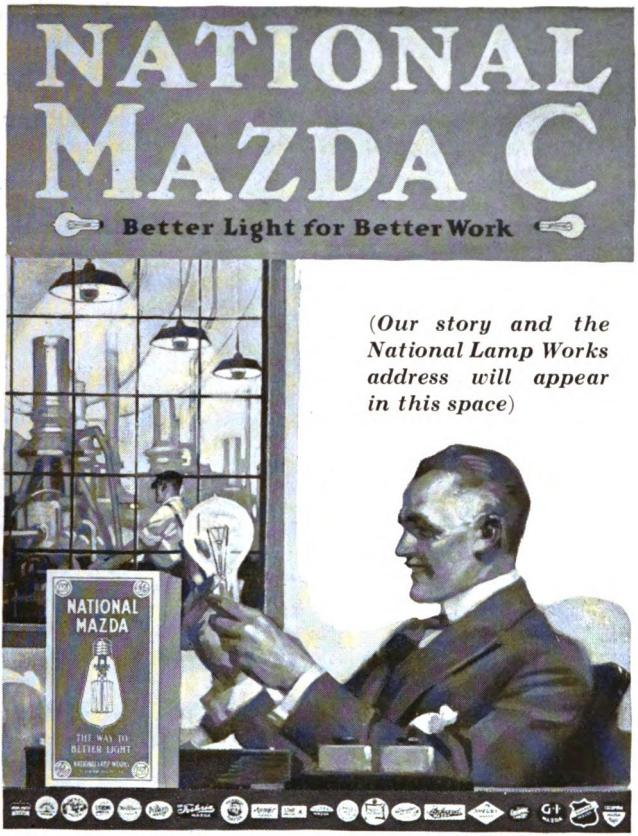
MANY agents and distributors of National Mazda automobile and flashlight lamps see only the direct dollars and cents profit from sales of these lamps without realizing that customers appreciate the convenient opportunity of getting these lamps whenever needed. Service of this kind which holds old lamp customers and brings new ones inevitably results in the profitable sale of other goods.

The constant tendency for merchants to take on new lines has increased sales competition. For instance, nowadays, one may buy many things besides drugs in a drug store, and, as a result, there is a drug store on every corner and competition is keen. Failing to get a frequently used commodity at one store, the buyer takes his whole trade to another store; this is especially true of car owners, for whom distance is no barrier.

To illustrate the point in terms of lamps; suppose you are a hardware merchant or an auto supply dealer and I have tried unsuccessfully several times to buy either flashlight or automobile lamps at your store. Naturally I shall go to some other hardware store or garage for lamps and probably become a steady customer there for many of the things you have for sale.

These points are worth considering when you estimate lamp profits. Few things that you handle are so frequently asked for as lamps, and being able to supply the demand has surely brought you increased trade in tools, repairing, tires, gasoline and other lines.

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Our NATIONAL MAZDA Message in *The Saturday Evening Post* for April 13

MAZDA NUMBERING SYSTEM FOR ORDERING

TO every MAZDA miniature lamp regularly manufactured has been assigned a "MAZDA Number" by which number it may be identified. Thus, for instance, MAZDA-81 signifies a 6-8 volt, .84 ampere, G-8 bulb, single-contact base, auto side lamp, as shown in January 1, 1918, price lists and data books. The new "MAZDA Numbers" should be used in ordering miniature lamps. Eventually "MAZDA Numbers" will be printed on cartons. Carbon lamps will also be assigned numbers, which will doubtless be similar to the "MAZDA Numbers" for similar types, so that when ordering you are requested to specify "MAZDA" with the lamp number.

1918 AUTO LAMP GUIDES

A NEW booklet showing proper MAZDA lamps for all popular gasoline passenger automobiles, covering the years 1914, '15, '16, '17 and '18 has just been issued. This guide is intended as a sales help for lamp dealers and not as an advertisement to be distributed to car owners. Copies of the new guide may be obtained from your Lamp Sales Division.

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HOW MUCH ARE YOUR WINDOWS WORTH?

NATIONAL MAZDA MATERIALS HELP KEEP UP WINDOWS

HOW much would you ask for the exclusive use of your display windows, should someone seek to rent them of you? Suppose someone should ask you to quote a price on your display window space, not requiring that you board up the back to exclude daylight from your store, but simply turn over the window space for display purposes?

A rather difficult question, you say, after thinking it over. If you never before realized just what opportunities window space offers for promoting sales, such a proposition would bring them home to you. And certainly you would decline to consider the proposal. You would realize that your windows are just so many representatives inviting customers into your store, or repelling them, depending upon the appearance of the windows and the attention you have given them.

You wouldn't countenance an impolite representative or salesman; he would repel rather than attract trade. Likewise, you should not permit your windows ever to be unattractive. They should be designed to interest and invite the buying public, to do just as you expect a salesman to do.

Your big problem is the care and maintenance of the displays in your windows. Attention must be given regularly and carefully. Good windows require

(*Continued on page 7*)



"Better Lighting" Window by Piedmont Electric Co., Asheville, N. C.

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Electricity Certain to be in General Use on Farms

As a conservative estimate there are over six and a quarter millions of farms in the United States. About one and one-fifth millions are over 175 acres; over one and one-half millions between 100 and 175 acres, nearly one and one-half millions between 50 and 100 acres, and over two and one-quarter millions under 50 acres. Think of the farmers in your vicinity. How many really couldn't afford electric service and find it a means toward economizing time and labor? Not many!

The farmer on a small place needs electric service as well as the man on the large farm, perhaps not to the same extent, but he certainly needs it and will eventually realize the fact. Even disregarding the less-than-50-acre farms, there remain more than four and one-half millions of greater area. The first application for electric service considered is nearly always lighting; and most of the manufacturers of country-home lighting plants make their appeals on this basis. Electricity will do on farms what it does in city homes; there is even a greater field for its use. Besides the usual application in the house and outbuildings for lighting, cooking and cleaning, electricity will pump water, run the churn, operate machinery, and do many other things now requiring man-labor.



Many farmers already use electric service, either from central stations or private plants. How soon many more use it depends chiefly upon the efforts of electrical dealers to show them the advantages of its use. One thing is certain; farmers are realizing their need for electric service; someone will sell electric lighting outfits and lamps to many more farmers in the near future. *Why can't you participate in the profits?*

How Much Are Your Windows Worth? (*Continued from page 6*)

planning and careful execution of the plans. Here is where National Mazda window service helps you out. Displays which we furnish, whether designed to tie up with National Mazda magazine advertising, regular monthly Zim's displays offered in the *Stimulator*, or something special, materials are supplied with detailed suggestions for their installation, relieving you of all of the labor and care of planning and supplying anything other than the goods displayed. This service is especially valuable when man-help is none too plentiful.

The Piedmont Electric Co., Asheville, N. C., has given evidence of its valuation of window space by the excellent Banner Mazda sales trim reproduced here. The trim brought results because it cleverly combined a presentation of the desirableness of good light with the suggestion to use National Mazda lamps. This company makes the care of its display windows a part of its regular sales program, holding one of the selling force responsible for results.

Excellence of display windows is characteristic of all successful retail establishments; try to think of one instance in which this is not true. Then review your own window program and be sure it includes the use of National Mazda labor-saving trims.

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WHAT'S NEW in the Lighting World



Changes in National Organization

MR. L. P. SAWYER, who for fourteen years has been the super-energetic and successful head of the Buckeye Electric organization, has left the Buckeye Division in order to devote his entire time to activities with the general office of the National Lamp Works. These activities are an extension and an outgrowth of the important committee work which has long occupied a great deal of his time. Mr Sawyer's headquarters will be located at Nela Park.

The new General Manager of "the Buckeye" is Mr. N. H. Boynton, who for the past six years, as Manager of the Publicity Department, has blazoned National Mazda all over the United States. Mr. Boynton is as well known to most of the Buckeye boys as if he had long been directly connected with them, and they feel that his lamp merchandising and sales promotion experience have admirably equipped him for the leadership of one of the National's important Divisions.

Mr. P. B. Zimmerman, who now becomes manager of the Publicity Department, is well fitted by his previous six years' experience with the department for the administration of its commercial activities. The editorial, campaign and art personnel of the department remain unchanged.

A New Volume by M. Luckiesh

ANOTHER volume from the pen of Mr. M. Luckiesh, Nela Research Laboratory, has just been announced. The new work, *The Language of Color*, is a primer of the language of color, exploring the various fields in which color is used, the part played by color in arousing the emotions and in portraying ideas, and discusses the possibility of a future art purely or predominately of color.

The author's own wide experience in working with color has gone toward the compilation of this book, which is well worth the attention of all interested in color. 282 pages; price $1.50; send checks to the publishers, Dodd, Mead & Co., New York, or the *Stimulator*.

Revised Edition of School Lighting Code

THE Illuminating Engineering Society is printing the revised edition of the Code of Lighting School Buildings. About 100 communications prompted by the first edition, circulated to obtain discussion and criticism, were considered in revising the Code. Statistics show that about 10% of the children examined have defective vision. The Code is intended as a guide for lighting legislation. The Society will gladly sell copies at cost. Orders for large quantities should be placed with the Society at 29 W. 39th St., New York, before April 10.

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This Would Be Real Conservation

THERE are between 20,000 and 22,000 motion picture theatres in the United States. As a conservative estimate, 17,000 of them could be equipped with 20-ampere National Mazda C lamps for motion picture projection with better results than are now obtained with arc projectors, and at a considerable saving of power and fuel. Taking 40 hours per week, a low estimate, as the time of operation per theatre, if all of the estimated 17,000 theatres were equipped with Mazda C projector lamps the coal saving, due to the saving of power would, in one year, amount to more than 124,000 tons or over 3,100 cars of 40 tons each. This is about 78% of the coal now used to generate current for motion picture projection. Write to Nela Specialties Division, Nela Park, for information about National Mazda C lamps for motion picture projection.

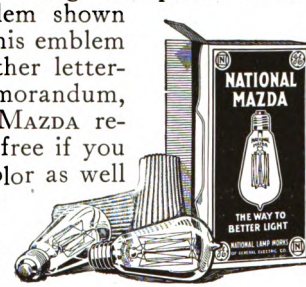


Commonwealth Edison's New Home Booklet

THE Commonwealth Edison Company, Chicago, recently published an attractive 24-page booklet. "Electricity in the Home." Several colors are used. The booklet, which is very convincingly written, takes up each department and room of the modern home individually and gives suggestions for the location of outlets to permit the most convenient use of electrical appliances which should be a part of the equipment of every home. Simple diagrams showing plans, and illustrations in colors showing electrical equipment in service in various rooms effectively supplement the story. Copies of "Electricity in the Home" may be obtained upon request to the Commonwealth Edison Company, 72 W. Adams St., Chicago, Ill., mentioning the National Mazda *Stimulator*.

Use One On Your Stationery—It's Free

SINCE the design of National Mazda cartons has been changed somewhat we are providing new plates of the National Mazda stationery emblem shown here in its exact size. The use of this emblem on every sheet of stationery, whether letterhead, billhead, receipt, shipping memorandum, or envelope makes every piece a Mazda reminder. We will supply the plate free if you will use it. It can be printed in color as well as black. If color is used, it should be blue of the same tone as the National Mazda carton. Ask for plate number 5053 and have it printed in the lower right-hand corner of every sheet of stationery. Use our post card for ordering.



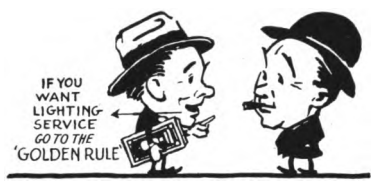
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EXCHANGE

MAZDA MERCHANDISING IDEAS/

COMPLETE information to customers about all lamps on sale helped increase sales—and what's more, it effected an increase in standard package and carton sales, according to Mr. W. W. Gambill, Jr., Braid Electric Co., Packard agents, Nashville, Tenn. Here's Mr. Gambill's own description of the sales-building display used: "We built a display stand over our counter of half-inch conduit, pipe taplets and chain-pull receptacles to show MAZDA lamps. We also arranged transformers to secure the correct voltages for the various automobile lamps for which we arranged test sockets.

"Above each of the 15 large lamps we placed a card showing wattage, candle-power, efficiency, standard package quantity and prices singly and in package quantities. Because of these cards it takes much less time to make sales, and we find that our package sales have increased materially since we installed this 'plain view' display system. We keep our windows fresh and give MAZDAS the space they deserve — and our percentage of increase in sales is going to rival that of the most successful agents."



You can see that Mr. Gambill and his associates are merchandising lamps; don't fail to note the reference to "the space they deserve."

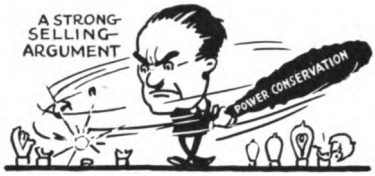
Mr. C. B. Lomas, proprietor of the Golden Rule, Bryan-Marsh agency, Butte, Mont., tells us this about his MAZDA selling methods: "I appreciated the necessity of getting lamps of the proper voltage for the city of Butte. As a result our sales are increasing. Here is a typical conversation with a customer. 'I want some lamps that will last a little better than those I got at _____.' 'Do you want them for your office uptown or for your home?' 'Why do you want to know?' I answer: 'Because the voltage uptown is 112 and where you live it is 110; I want to give you lamps that will give the best service where you use them.' The customer appreciates this interest and service and lets others know of it. That's one reason why lamp sales are increasing."

Conservation With Improvement

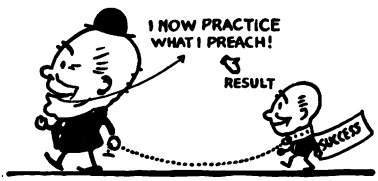
In West Hoboken, N. J., Mr. Charles Frei, Fostoria agent, gave a practical demonstration of energy conservation when he converted an embroidery mill from carbon lamps to MAZDAS. He says: "Formerly on the 10-yard machines, twenty-two 16 candle-power lamps were used on drop cords that were

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in the way. Now much more satisfactory illumination is secured with six 100-watt MAZDA C lamps, also conserving over 50 per cent of the power." The power conservation possible with modern MAZDA C lighting is a strong selling argument just now. Use it.



If MAZDA merchants would practice what they preach, sales would be helped considerably, according to Mr. Harlie Failes, of our Engineering Department. Mr. Failes proves that his assertion is not merely a personal opinion; he cites unimpeachable references. A Cleveland agent had a fine location for getting local home and store trade, but he wasn't getting it. His store wasn't well lighted. Though he preached better lighting, his message lost its punch. When Mr. Failes called this to his attention and secured regular National Engineering Department lighting installation plans for him, the agent brightened his store, gave NATIONAL MAZDA lamps a part in all displays and turned former passersby into customers, doubling his agency contract within a year. It pays to practice what you preach. Do you?



In Alabama, where Mr. S. V. Alltmont sells goods for the Interstate Electric Co., Columbia agents, New Orleans, things have been picking up considerably. Mr. Alltmont has been showing Columbia distributors in his territory the way to larger lamp profits — his way being to go out and get them. He says: "Agents can build up lamp sales if they make a determined effort and let lamp users know the service they are prepared to give. Selling lamps on a contract basis helps tie the customer to the dealer and gives greater assurance that the business will be held from month to month." That sales of MAZDA C and MAZDA C-2 lamps are made on the customer's premises, not in the agent's store, is a fact Mr. Alltmont impresses on his agents, urging them to go out after business. Those who have followed his advice and example have invariably increased sales and some have doubled and even quadrupled their contract amounts. A little "pep" goes a long way. How's yours?

Take Advantage of Every Opening

The undecided customer always offers an opportunity for putting across a lighting lesson, according to Mr. Andrew Nelson, who sells Fostoria MAZDA lamps for the Little Falls Water Power Co., Long Prairie, Minn. "When Tom Smith comes in and asks for lamps and says 'I don't know, I guess a 40-watt will do,' when I want to know the size desired, I immediately give him a talk on the value of plenty of light and suggest a 50-watt and try to sell him a carton. If he wants lamps of more than one size and won't take a carton of any one size, I then try to sell cartons of assorted sizes, and usually succeed. A talk on lighting and suggestions as to lamp sizes help sales considerably." Mr. Nelson has the right idea. Is your selling talk polished up?



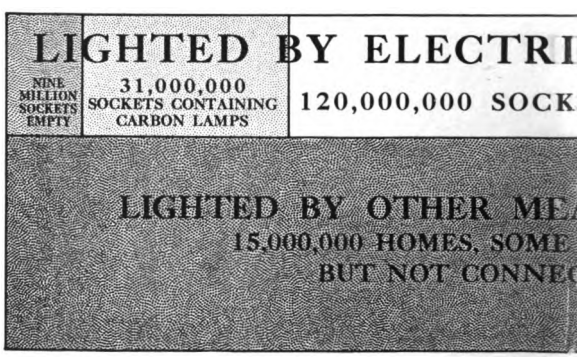
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IN the "Wiring While Warring" editorial, on page 2, it was indicated that the war actually furnishes new talking points to electric lighting salesmen — for example, the fuel conservation argument. It was pointed out that high wages and steady employment are enabling many of the smaller home owners to afford electric service — people who formerly thought of an electric installation as being beyond their means, but who now can buy it, and pay cash for it. Incidentally, if you are not familiar with the "kitchen service campaign" idea, ask us, or else write to our good friend Thos. L. Kelly, Vice-President of the Dayton (O.) Power and Light Co., who fathered the idea and will be glad to explain it to you.

The keynote of our wartime wiring plans, as in all other plans executed during the war, must be *Efficiency* — with a large E. It is efficient to secure as many new customers as possible on existing lines, for such customers cut down the *per capita* cost of service. It is also efficient to increase the use of electricity by your present customers. Some suggestions are given below for both of these types of campaigns. Other ideas will come to you from your own study of local conditions. Why not list all of the plans that seem good to you, and then work them into a complete, logical campaign, to start at the earliest possible date?

First, as to the securing of new connections on existing lines: Mr. J. M. Wakeman, General Manager of the Society for Electrical Development, wrote us recently that one of his representatives had just completed a trip of investigation through Colorado, Idaho and Utah, while another man had worked from Nebraska down to New Orleans. "They report that the central stations everywhere they have gone are in a very optimistic frame of mind," writes Mr. Wakeman, "as compared with the pessimism exhibited by some. They say that the contrac-



Some conception of the immense amount of lighting sales wo
ideal of "MAZDA light in every American home," may be gai
conditions approximately, and are based on such statistics a
In most respects this report is an improvement over last y

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tors and others are busy securing business upon existing lines, and the central stations are pushing the sale of appliances." Let's have a little more of that spirit!

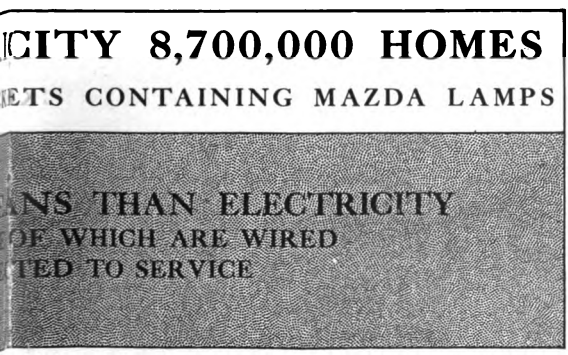
One successful method of soliciting business on existing lines is so old that it may be new to some of our readers. It consists in offering a reward to present customers, for every new contract which they are instrumental in securing. The offer should be well advertised, both in the newspapers and by direct circularization. It should cover a limited period of time — say the months of April and May. The reward will depend on local conditions, and on the company offering it — whether central station or contractor. A month's free use of electricity, a flatiron, toaster or other device may be offered.

Direct-mail campaigns, with letters thoughtfully composed and neatly multigraphed, will help land the business.

Here is a paragraph from a letter written by one *Stimulator* reader to stir up wiring business. It has the right ring of sincerity — use it if you like:

"Do you ask whether we can wire your house without tearing things all up? Of course we can. We have sometimes been called the 'dirtless workmen,' for our work is done neatly and quickly by experts who have homes of their own, and who know how to respect the homes of others."

Choose your letter enclosures with care. The house wiring booklet, "The Way to Better Light" (CS-243), the leaflet "The Convenient and Safe Light" (CS-263), obtainable from your lamp manufacturer, and the booklet "Electricity in Your Home," obtainable from National Electric Light Assn., 29 W. 39th St., N. Y., are good ones. Often a return-postcard, on which the prospect can indicate his acceptance of your offer to call by appointment, increases the replies.



rk that must be done, before we can even approach the ned from this diagram. The estimates represent the general s are available; absolute accuracy is, of course, impossible. ear. What will *you* do to help make the dark areas white?

Mr. A. L. Chase, Scranton, Pa., tells in the American Gas and Electric

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Bulletin of an experience that proves how it pays to keep everlastingly after the non-wired stores, as well as the homes:

"About a year ago a large grocery chain opened its first store in Scranton. The home office instructed the local manager to use gas for lighting. We were positive that electricity would be cheaper, but how were we to convince them when they would not give us a trial?

"Some time later I learned that this firm was about to open its sixth store here, which happened to be already wired. I sent a telegram to headquarters, followed by letters, asking them to try electricity at just this one store. They sent gas fixtures, but told their manager to give electric service one month's trial.

"After a month we compared the gas bills with the electric bill and found that the latter was cheaper. Then I had each of the six managers look at the electrically lighted store and sign a statement that it was much more brightly lighted, besides being cleaner, more convenient, cheaper and more healthful. We sent letters with these facts to headquarters, and after that I wrote them a letter about every two weeks, but never received a reply.

"The good seed bore fruit, though, for about three months ago the local manager had instructions to rent stores which were already wired, and electric fixtures would be sent from headquarters; when the leases of the places not wired expire, they must be wired before renewal. This will mean about 20 additional grocery stores using Fostoria MAZDA lamps instead of flame illuminants."

A suggestion for increasing the use of electric light by your present customers comes from Mr. F. A. Gallagher, in charge of the Naragansett Electric Lighting Company's Lighting Division. Mr. Gallagher is the man who, next to Mr. G. G. Lockwood, has probably seen more Bryan-Marsh labels than any other living person! He says:

" 'Protective Lighting' for factories has been much advertised. For homes, however, I have never seen a reference to the use of the all-night light except for the hallway or front porch.

"The rear and side entrances are even more deserving of all-night lighting than is the front. The back yard is usually dark as pitch, and it is here that the light-fingered gentry are most likely to do their work.

"Why not advocate, as a cheap, practical protection, the use of 10-watt MAZDAS for all-night service on the rear porch or at the side entrance? The adoption of this suggestion would give the contractor one more outlet to wire for, and the aggregate current consumption, at 300 hours per month, would make a desirable addition to the central station load."

More customers of the right kind, and more sales to present customers will be the underlying thought in laying out the Spring wiring campaigns. Let us know if we can help. Start planning today — and more power to you!

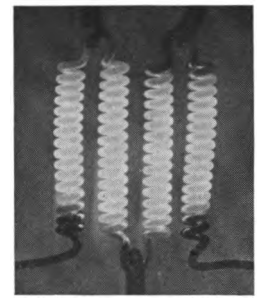
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A LITTLE BIT MAKES A BIG DIFFERENCE

CONSTANT EFFORT TO IMPROVE MAZDA MAKING

NATIONAL Quality isn't merely a phrase to toy with in NATIONAL MAZDA advertising or to use for decorative purposes alone. There's something behind it: a reputation; standards of quality never disregarded. If you would come to Nela Park, home of the National Lamp Works, where you are always welcome, and see for yourself the unending care and attention given to all details in lamp making, development of processes, testing of products, planning for improvements in the use of lamps and lighting and the many other things that go to make complete manufacturing and merchandising service, you would quickly realize the accuracy of our claims.

Looking at a NATIONAL MAZDA lamp doesn't reveal some of the most important things that go into its makeup. It appears well, burns well, gives satisfactory service. These things the lamp user can see, but there are invisible things of great importance that make NATIONAL MAZDA the "Quality Lamps," care and effort put into their manufacture, put there that the prestige of National labels may always grow greater.



Section of Coiled Filament; Greatly Enlarged

Consider, for example, the MAZDA filament. At first thought it may seem that the coiling and mounting of the filament in a MAZDA lamp could hardly be counted among the invisible points in lamp construction. We are referring, however, not so much to MAZDA B (vacuum) lamps, but MAZDA C lamps, in which the filament is tightly coiled.

To the casual observer, adjacent coils in a piece of MAZDA C filament appear to be so close that they actually touch each other; but this is not the case. There must be a slight gap between each turn and its neighbor, or the filament would be short-circuited. In factories where NATIONAL MAZDA C lamps are made a skilled inspector minutely examines all filament. Not a single turn in the tens of thousands of turns passing before her escapes observation, and if by chance, two turns are found to be touching each other, instead of being two or three-thousandths of an inch apart, that part of the filament is rejected then and there.

Not only is the wire inspected before it goes onto the mount which holds it in position in the lamp, but it is again minutely inspected after being mounted for any possible irregularities which may have occurred in the mounting operation. The comparison between a NATIONAL MAZDA lamp and a makeshift lamp hastily put together, is something like the difference between a Swiss watch, manufactured by specialists who have made watch-making their study for many years, and a machine-stamped "turnip" of the 85-cent variety.

This brief description of only one of the hundreds of details in lamp building is an indication of National Quality standards. If you really want to know what sort of an organization you have backing your lamp and light selling efforts come to Nela Park and see for yourself. You're always welcome.

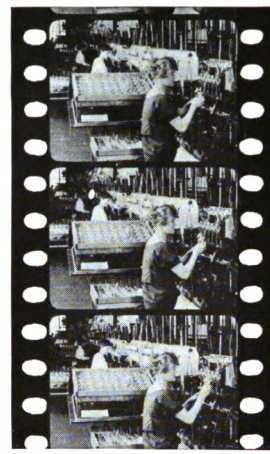
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SPECIAL BUSINESS : SPECIAL PROFIT

What Do You Know About Your Photographer?

DOES the photographer in your town depend entirely upon daylight for lighting his studio? Or does he use artificial light that distorts the appearance of his subjects and prevents sensitive people feeling at ease while he prepares his apparatus? If you aren't thoroughly informed on these two points, find out immediately.

"There's a photographer in your town;" the Eastman Kodak Company has been telling the whole country about him for quite a while. Most likely there are several. They are good prospects.



Lighting studios and locations without depending upon natural light was a serious problem for photographers until the convenient, compact, dependable NATIONAL MAZDA C-3 (photographic) lamp was produced. NATIONAL MAZDA C-3 lamps are lamps of MAZDA C construction with bulbs made of special glass (blue) which absorbs the excess of luminous red, orange and yellow rays, ordinarily of no photographic value, and allows free transmission of blue-green, blue-violet and ultra-violet rays so necessary to successful photographic work.

MAZDA C-3 lamps have been widely praised; the statement of Mr. Alexander L. Pach, prominent New York photographer, indicates their merit: "I have shown many photographers my studio, and the best recommendation I can give the lamps is that everyone who has seen them has since been fitted up with them."

Advantages to Emphasize

MAZDA C-3 (photographic) lamps make a photographer entirely independent of natural light. The location of studios need not be governed by daylight facilities. Appointments can be made regardless of weather conditions. Sittings may be scheduled for evenings as well as for any time during the day. Any desired intensity, direction and diffusion of light can be obtained at any time wherever electric current is available.

Orthochromatic plates and filters can be used satisfactorily, as MAZDA C-3 lamps have a continuous spectrum, containing all of the visible rays of the daylight spectrum. Complexion blemishes are not exaggerated as with illuminants having an excess of some rays and an absence of others. MAZDA C-3 lamps may be used out-of-doors as well as indoors. They are being used extensively by moving picture studios. Over a mile of film, showing details of the making of all parts and the whole of a NATIONAL MAZDA lamp was recently made entirely by the light of MAZDA C-3 lamps. Scenes were taken with equal success far underground in tungsten mines of California, in copper mines of Utah, in bulb factories of Cleveland and in filament and lamp factories. A sample section of this film is shown here; note the distinctness of detail.

Profit Time Here

One of the "rush" seasons for photographers is graduation time, May and June. Now is the time to take a census of photographers and put the MAZDA C-3 proposition up to them. There is profit in this business; it is special business you should have. Look up the portrait photographers as well as those doing location work. You should be acquainted with all of them in your city, and more especially those in your vicinity. If you are not already familiar with MAZDA C-3 selling write to Nela Specialties Division, Nela Park, Cleveland, for information you desire.

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ECHOES from the FIRING LINE

SINCE February 1, Mr. George L. Lane has been a member of the Bryan-Marsh selling force working in Chicago city territory. Mr. F. H. Smock, who also joined the Bryan-Marsh organization last month is working in southern territory.

Over two hundred men from the National Lamp Works have joined the army and navy, to date. As our employees are mostly women, two hundred makes a very high percentage of the men. We have offered a reward of a year's salary to the one who succeeds in "pinking" the kaiser.

The Wm. Hall Electric Co., Bryan-Marsh agents, Dayton, O., snapped up an opportunity to impress manufacturers and others with the "speeding up" value of good lighting, when the Monday closing order was issued, says Mr. L. V. Browne, Advertising Manager. Large spaces effectively used in the newspapers under a MAZDA ad plate and the heading "Six Days' Work in Five." explained that good lighting increases production, prevents waste and spoilage, reduces accidents and prevents eye strain.



When we asked Frank Van Gilluwe, Sunbeam Booster for the Western Electric Co., Richmond, Va., for his picture he sent this one of Frank, Jr. Perhaps Frank, Sr., fears he's getting old. Anyway, Jr. is almost as enthusiastic about Sunbeams as his father. The smile is a greeting for papa, to help him forget the busy day he has had trying to spread the MAZDAS so that all customers would be pleased.

Salesmen of the Queen City Supply Company, Peerless agents, Cincinnati, have been learning the details of NATIONAL MAZDA service under the guidance of Messrs. G. C. Conner, Peerless Division representative, and W. L. Jackson, of the Milnor Electric Company, Cincinnati. Mr. Richardson, General Manager of the Queen City Co., is anxious that all members of his organization be thoroughly familiar with MAZDA lamps.



Howard F. Viot, Shelby Division District Manager, Omaha, and 3rd Degree Light Brigade Member, is a proud father. He writes: "Mary Jane Viot was born yesterday, (Feb. 6) and follows in her Daddy's footsteps, as she closed a Form E with the hospital in which she first saw the light. Can you beat this?" We can't, and it's certainly congratulations to Mary Jane and her parents.

The many friends of Mr. J. M. Hannaford, Jr., regret to learn of Mr. Hannaford's resignation as Vice President, Director and Sales Manager of the Northwestern Electric Equipment Company, Fostoria agents, St. Paul. During the nine years Mr. Hannaford was connected with the company he has just left, he won the respect and confidence of his immediate associates as well as the electrical trade, and carries with him the sincere good wishes of a host of friends in his present connection as a member of the firm of Gordon & Ferguson, St. Paul.

In a paper on "Lighting Curtailment" before a special meeting of the Illuminating Engineering Society in New York on February 14th, Preston S. Millar, manager of Electrical Testing Laboratories said that the coal used in producing electric light is less than 2% of the coal output of the country. As a personal conclusion, Mr. Millar stated that to curtail lighting generally would result in damaging eyesight and impairing the efficiency of the people.

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SOME LAMPS Cost a lot of money

Use Regularly Listed Lamps Whenever Possible

THE manager of one of the National Sales Divisions was in the store of one of his prosperous agents. A man drove to the front of the store in a fairly good automobile, took the lamp from one of the headlights, entered and asked for a lamp "like this." The agent took the lamp, spent several minutes looking over his well-assorted stock, then said, "I'm sorry I haven't a lamp like this but *I can get it for you.*" The auto owner: "All right, get me a half dozen. I've been looking all over town and can't find any."

"Let me see that lamp," said our Division Manager. He examined it, found that it was a carbon lamp long since superseded by a MAZDA type in rather common use. "You certainly have MAZDA lamps in stock to replace this. Why not use a MAZDA 166?" The agent said he had that number in stock and after explaining the advantages, sold the customer a MAZDA outfit for his car.



"Let Me See That Lamp"

The auto owner was pleased because of the agent's offer to get the lamp he desired — it was an indication of service. We'll not say anything about his failure to suggest MAZDA; it's the "I can get it for you" that interests us. The old lamp was of an obsolete type. It was once regularly listed but had long been retired.

It could be reproduced at a considerable loss of time and at an expense to the factory — when time is at a premium.

You will probably be surprised to know that each month about 50 new lamps, both large and miniature, are reluctantly added to the schedules. Most of these are made at the insistence of someone having use for a lamp of special design, who can not or will not modify other details in order to use a regularly listed lamp. Of course, such lamps cost more than regular types.

Orders for special lamps involve a great deal of correspondence, delay, special work and sometimes special tools. The actual cost of a single special lamp may easily run as high as $50.00. The best way out when encountered by the special lamp problem is first to try to convert the lamp user to some regular lamp, MAZDA first of all — and a great help in doing that is a working knowledge of voltages, wattages and bulb sizes. If no lamp in your list will answer the purpose, then refer the request to your Sales Division.

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BAD WATTAGE and GOOD WATTAGE

A Clear Distinction and an Obvious Duty

THEODORE Roosevelt created quite a sensation when he first announced his belief that there were both "good trusts and bad trusts." Be that as it may, we think nobody will dispute that in selling incandescent lamps there is both "good wattage and bad wattage." The easiest way to illustrate this is by examples:



(1) Consider a business office where the daylight is poor, and where electric lamps must therefore be burned a great deal in the daytime, to eke out the sunlight. Or take an office that is used mostly at night. In either of these cases MAZDA C-2 lamps, on account of their white, daylight effect, may well be recommended. They do away with the gloomy contrast between real daylight and the yellow radiance of ordinary lamps. They conduce to better work and greater cheerfulness. They necessitate the sale of somewhat greater wattage than MAZDA B lamps, but they represent "good wattage"— justifiable wattage.

(2) Or again, consider the average auditorium, lodge-room, or church. In every audience you will find a certain percentage of people with slightly defective vision. Obviously, the light should be strong enough to enable these people, as a class, to see without straining their eyes — not simply strong enough to meet the needs of the majority. The sale of large lamps for such service is another case of "good wattage."

Any wattage that represents real *waste* is "bad wattage." Carbon lamps are the most striking example. They waste fuel, as well as the consumer's money, because MAZDA lamps will deliver better light for less current and less money.

Although fewer carbon lamps are sold than in the old pre-MAZDA age, still it is amazing how the demand for these supposedly "cheap" lamps keeps up. People do not realize that they pay far more for current than they do for lamps. Are you doing *your* bit to educate them?



You can be a foe to "bad wattage" and a friend to "good wattage," if you will

(1) Never sell a carbon lamp save under protest

(2) Never sell an installation of MAZDA lamps without first making sure that the light provided is sufficient to insure safe, comfortable vision.

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NATIONAL MAZDA LAMPS
The Way to Better Light
NATIONAL MAZDA
NATIONAL MAZDA
NATIONAL MAZDA
NATIONAL MAZDA
NATIONAL MAZDA
NATIONAL MAZDA
NATIONAL MAZDA LAMPS
BRING GOOD CHEER
AND COMFORT TO THE HOME

Be Sure To Use This "Army Life" Trim



Good lighting is always essential, in peace and in war.

(Brand of lamp here)

Assure effective, economical lighting, easy on the eyes and on the pocketbook. Order personally or by 'phone; our number is ------.

(Your Name and Address Here)

4-inch, 1-column Newspaper Ad Plate No. 22001. (Use The Enclosed Post Card)

HERE'S the trim you have been waiting for; one that ties up with the dominating subject of the times, yet doesn't fail to remind the people passing your windows of NATIONAL MAZDA lamps. It's a simple matter to build a military display window, and it's quite easy to design one that suggests lamps exclusively, but to combine the two ideas and have as a result a really attractive trim, well balanced, with an effective MAZDA message is rather more difficult.

The trim shown on the opposite page has all of these desirable features and a few more, as simplicity and ease of installation. There are five pieces in addition to the cartons and lamps which you already have; a NATIONAL MAZDA name streamer, a large center poster, 28 in. by 42 in., four cardboard placards, 11 in. by 14 in., all in attractive colors. The poster and each of the placards suggests a scene from army life or something related to it, in which good light is essential; the home, the industrial plant, the front, the hospital and transportation.

When To Use This Trim

THE "Army Life" trim is timely almost any time. However, there will be a NATIONAL MAZDA page in *The Saturday Evening Post* for April 13, 1918. You will no doubt tie up with it. This "Army Life" trim will be a dandy to round out the month of April and beginning of May. Put it in on April 29. Use the newspaper ad plate and movie slide, too. Send your post card today.

Yours truly, *ZIM.*

Someone Will Get a War-Savings Certificate Free

A War-Savings Certificate, worth $5.00, is offered for the photograph of the best NATIONAL MAZDA "Army Life" window trim, made with the materials offered here and anything else desired. Four Thrift Stamps (1.00) will be paid for each 8" x 10" photograph entered in this contest without winning the prize. All photographs to be made at the contestants' expense and must be submitted before May 20, 1918.

Mr. F. A. Hawthorne, MAZDA booster with Turner Nelson, Buckeye Agent, Tulare Cal., won the War-Savings Certificate offered for the photograph of the best ZIM'S Soldier and Sailor trim for January.

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JOBBERS' SALESMEN, PLEASE READ THIS!

APPOINTING retail lamp agents is a far different proposition today from what it was a few years ago. At that time it was simply a matter of "pick-'em-up-anywhere"— Tom, Dick or Harry — the more the merrier. Today, no new agents are wanted unless their credit is first-rate, and unless they show promise of developing rapidly into successful lamp merchants.

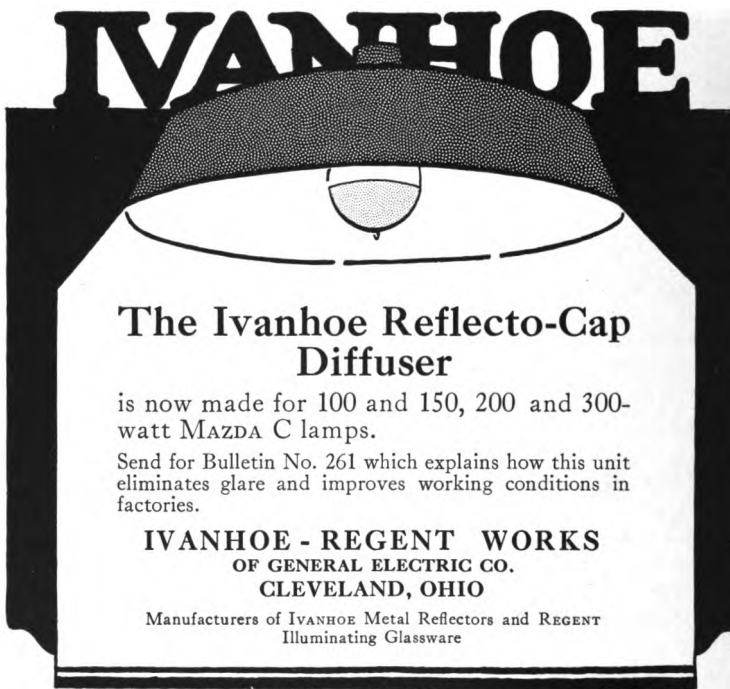
There are few failures in business just now, for business everywhere is at very high pressure. But *after the war — then* the profitable retail agents will stand out clearly, while others, no doubt, will go under. *Now* is the time to teach your probationary agents (and over 150 new ones are appointed per month) *how* to become successful lamp merchants.

You know there is a big gap between the successful retailer and the one who just "dodders along." The difference is largely a difference in experience, which the beginner lacks.

Perhaps you would be glad if you had a few copies of some handbook that would give your customers, in a nutshell, the experience of agents who have already become very successful.

Fortunately there is just such a book published, under the title "*How To Succeed as a MAZDA Lamp Merchant.*" Your house can readily obtain copies for you, for judicious distribution, from the lamp manufacturer whose product you represent.

Wouldn't it be a good idea to invest a 3-cent stamp in after-the-war success-insurance for your new agents, today?



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Burnouts



The Author Swears There's No "Bull" In This

TO convince a customer that carbon lamps consumed much more current than Mazdas, Mr. Elwood C. Potter, Peerless agent, Vineland, N. J., used his watch to time the meter. When the customer saw the results he claimed the watch was not accurate. To convince him of the accuracy of the watch Mr. Potter related this incident:

"Ten years ago I attended a barn raising in Pennsylvania. I had hung my coat and vest, with my watch, on a post and when called to dinner I missed the watch. As all of the people were good Quakers I didn't want to say anything. Seven years later the barn burned, and a new one was raised. I was there. A big dinner was served. Chickens, a small pig and a steer were killed for the occasion. Imagine my surprise when my watch was found in the steer's stomach, still running and only seven minutes late in seven years! The only way we could account for the watch running was that the juggling in the steer's stomach had kept the stem winder wound.



"The customer looked at the watch and then at me. 'You can change all of my lamps,' he said. The bill was $60.00."

Honored Stimulator Reader Solves Big Problem

EVERYBODY should work, and if he is wealthy enough, work anyhow, but without pay, believes E. H. Jaekel, honored 3rd Degree Light Brigader, who sells Columbia Mazdas in La Crosse, Wis., and suggests that "E" for "Extermination" be added to the insignia, V. W. Q., asking no reward for his idea. The Extermination is to apply to carbon lamps. Mr. Jaekel says old carbons won't do for float fishing or trap shooting but they will quickly die if the tips are knocked off under water and the lamps, filled with water, then placed in sockets with current on. Sounds like a neat little indoor trick!

Papers Called This "Electric Up-And-Downs"

"BURGLARS, sure!" said a guest at the Maryland Hotel, St. Louis, as he saw a flash of light in the store of the Adam Electric Co., Sunbeam agent, reports C. D. Oldham, Columbia Division assistant manager. He called a "cop." A Lieutenant with an entire squad reported. Unable to break into the building they called a fire truck and, with revolvers drawn, climbed into a third story window. The "burglars" was one of the Hylo Mazda demonstration cabinets, operated by clockwork.



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You're an Editor!



YOU have been rated as one ever since you began reading the *Stimulator*. If you don't believe it look at the top of page 3 (read the remainder of the page, too).

Have you been "on the job?" Have you verified our statement that the *Stimulator* is edited by its own readers? If not, begin now and become an *active* member of the *Stimulator* staff. There's something more than satisfaction in it for you.

Publication of your contributions wins recognition in the Light Brigade (Order of V-W-Q) and brings you the insignia of membership, indicating the degree you have attained. The first of your contributions printed in the *Stimulator* pertaining to any one of the following subjects brings you the 1st Degree, Light Brigade. The second contribution, on one of the two remaining subjects, wins the 2nd Degree, and when you have covered all three subjects you are a 3rd Degree member.

(*V*) Why it is good business to sell only lamps of proper voltage.

(*W*) How to convince customers that lamps of higher wattage should be used.

(Q) How to increase the quantity of lamps sold.

The First Degree insignia is a gold-filled watch fob; the Second Degree a sterling silver penknife; the Third, a 14-karat Gold Medal. (Until the close of the war, a bronze medal and two five-dollar War-Savings Stamps, which may later be exchanged for a Gold Medal, will be the 3rd Degree award.)

This month Degrees were awarded to the following:

First: Messrs *S. V. Alltmont, L. V. Browne, Harlie Failes, F. A. Gallagher, W. W. Gambill, Jr., C. B. Lomas, O. F. Stuefer.*

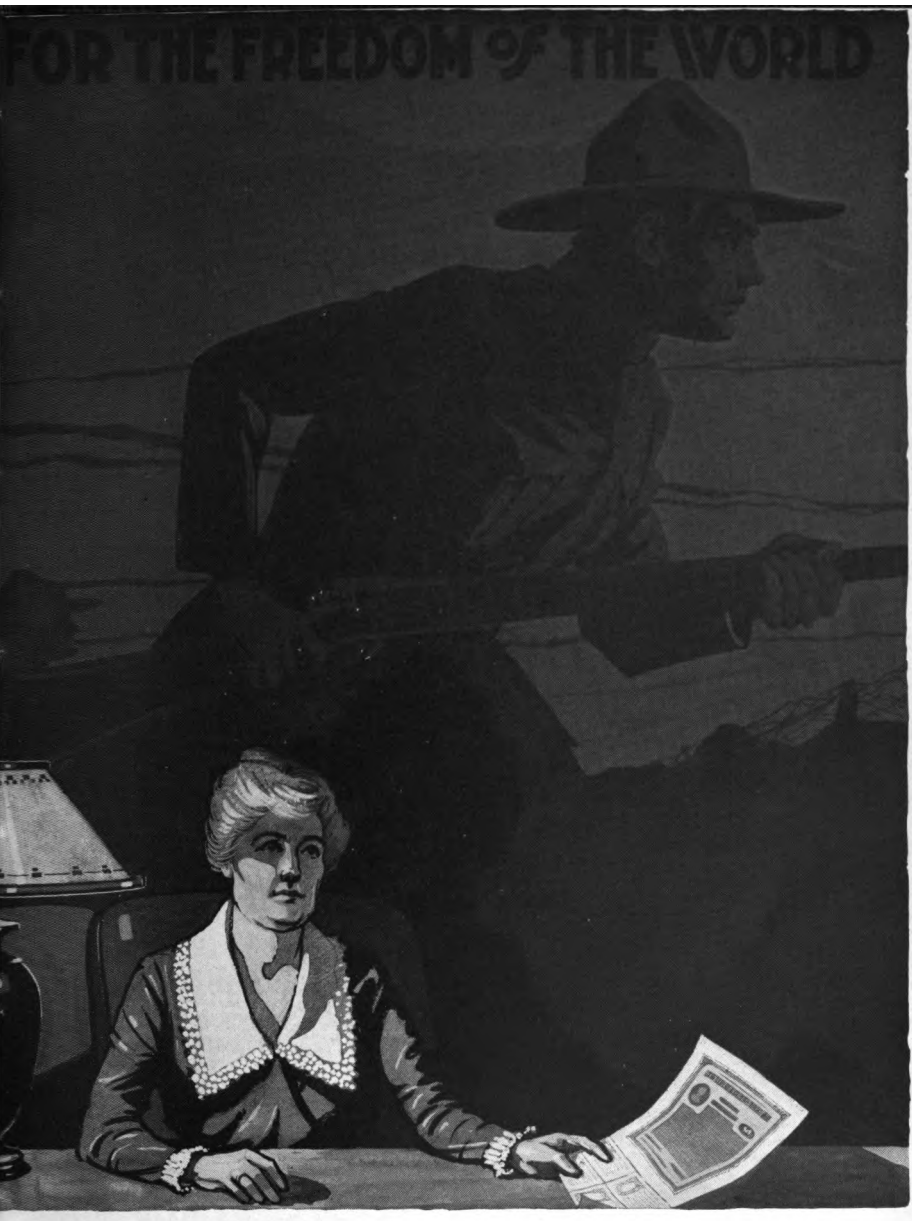
Second: Messrs *Charles Frei and Andrew Nelson.*

Have you had your name in one of these lists?

NATIONAL MAZDA STIMULATOR

NELA PARK **CLEVELAND**

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The Stimulator

May 1918

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Building New Business

EVERYONE knows there is little extension of central station lines in progress at present and we all know the reason. But this pause in the increase of areas having electric service does not mean that central stations are unwilling to acquire additional business. The temporary lull has proved a stimulus to the development of areas having service.

Early in the Spring many were anxious about possibilities for the extension of business through the extension of electric service. However, that anxiety has passed, for, as a representative of the Society for Electrical Development reported, after extensively reviewing conditions throughout the country, "I find that central stations are willing to take on business which does not require the extension of lines."

What does this mean? Simply the development of areas already having service—wiring old houses, stores, all sorts of buildings which have stood, perhaps for years, without electric wires in them, among buildings in which current is regularly used. Almost 65 per cent of the homes in the country are lighted by other means than electricity. Some are wired but not connected to service; others are out of range of electric service, such as farm homes, excellent prospects for the installation of country home lighting outfits; a great many are within areas having electric service and it is these that this Spring's house-wiring drive should especially try to put into the electrically lighted class.

Home owners have money; wage earners are more prosperous than ever before; electric service is economical and efficient, therefore patriotic; these are reasons enough for continuing the effort to have all areas now enjoying electric service doing things, especially lighting, 100 per cent electrically.



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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI MAY 1918 NUMBER 8

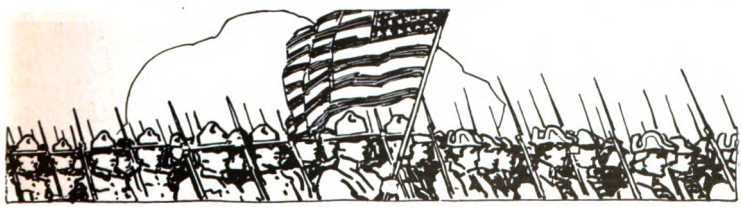
"Johnny, Get Your Gun, Get Your Gun, Get Your Gun"

NO, gentlemen, the foregoing line from the popular song "Over There" is not quoted as an appeal for you to get your guns and join the army. Thank Heaven, the American people have rendered any such appeal unnecessary, by granting to the President the powers conferred upon him in the Selective Service Act. The gun we refer to is not a Colt automatic, although you may carry it in your hip pocket. The gun you are to get out is the one that constitutes your most powerful immediate weapon in subduing international ruthlessness and highway robbery — it's your pocketbook!

The Third Liberty Loan Drive is on — in fact, it is now almost over. Before another day passes, let that gun of yours be put into action!

In round numbers, 20,000 persons receive the *Stimulator;* everyone ought to be represented on the subscription books of the Third Loan. We 20,000 people are 1/5000 of the population of the United States, but our fair proportion in the Loan is much greater than that — perhaps 1/2000 of the total — because there are no infants, idlers, idiots or paupers on our mailing list. Now 1/2000 of three billion dollars is one and one-half million dollars. Will the *Stimulator* army invest that much to stimulate the cause of world freedom? Our belief is that they will — that *you* will. Only $75 per reader will be required, but in order that the average shall be maintained, a large number of us will have to invest many times as much as that. Furthermore, it is desirable that the Loan be as largely over-subscribed as possible.

The deferred-payment plan of subscription, offered by



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your local bank or banks, will make it easy for you to take your full share. This plan gives you the privilege of telling Uncle Sam that you will loan him your current savings—$10, $20, $50, $100 per month — whatever you estimate they will be for the next few months. Remember, the Government pays you 4¼ per cent interest, and your loan is secured by the taxing power of the richest country in the world. If by any chance your earning capacity should be suddenly cut off, so that you could not meet the payments on your subscription when due, still you will not lose, for under such circumstances you can always sell your equity in a U. S. bond.

Let's look our duty squarely in the face. If we owe a debt of gratitude to the old Revolutionary heroes, how much greater is our present debt to the heroes who are fighting and dying and winning for us "over there!" In many ways this world-revolution is analogous to our Revolution of 1776. That, too, was thrust upon us by insolent foreign aggression. Georgie, Cornwallis & Co. practiced the same doctrine of "*Macht macht Recht*" that now obsesses Kaiser, Hindenburg & Co. It's up to us to give the latter a man's-size double dose of their own medicine, just as we were forced to administer the same heroic and unpleasant treatment to the tyrants of Revolutionary days.

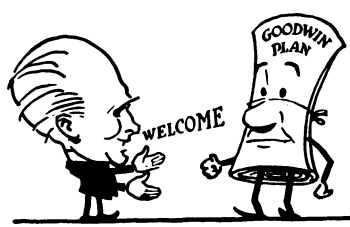
"If they mean to have a war, let it begin here" quoth Captain Parker to his band of Minutemen in 1775. The British fired first, and the war was on. How many American men, women and babes were fired upon by *Schrecklichkeit* before we decided, in the name of humanity, that we must quell the monster for all time to come?

Lack of money nearly lost the Revolution, and it was only by the desperate efforts of Robert Morris that sufficient money was raised to pay the army and tide over the crisis. We are better organized now than we were then, and though more than one Valley Forge may lie before us we will not fail.

President Wilson has said that 1918 will be the deciding year of the war. Your money and mine, then, can never count any more strongly than right now. Three cheers for Liberty — and let this Third Cheer echo round the world!

Central Stations Regard Lamps as Merchandise

IN the electrical industry co-operation has become so generally the usual thing that its mention no longer creates much excitement. The Goodwin Plan, of which all who keep in touch with developments already know, would not and could not have received the very favorable reception it has received had the industry not been prepared for it by close acquaintance with the meaning of co-operation.



(*Continued on Page Eighteen*)

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THIS MONTH'S PART IN OUR POST ADVERTISING

RUN A LINE TO THIS TREMENDOUS POWER-SOURCE AND DIVERT ITS GREAT POTENTIAL FORCE TO YOUR ADVANTAGE

THE man who lives so near Niagara Falls that his ears are constantly filled with the roar of those mighty waters may sometimes forget that it is one of the seven great wonders of the world. Yet, when the energy that flows over these falls every hour of the day is figured in terms of kilowatts or horse-power, the figures are simply staggering.

You, too, are living close to an enormous source of power, and familiarity may have caused you also to forget at times how tremendously this power is being exerted for your benefit.

We refer to the Power of National Advertising.

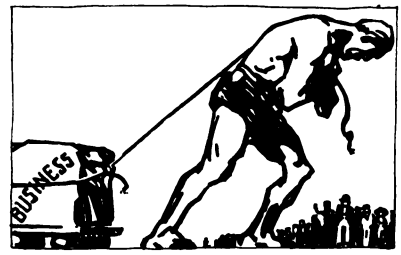
If there were such a thing as "kilowatts" of selling-power, the energy developed by one of the great full-page NATIONAL MAZDA advertisements would have to be represented by some rather startling figures.

One of these advertisements is shown on the inside back cover of this *Stimulator*. It is to appear, in full size, in colors, in the May 18th issue of *The Saturday Evening Post*. A "tie-up" display will be sent to all distributors without requiring a request. But the advertisement is only the visible evidence of the power — as the spark is the visible evidence of the electrical force that courses through the wires. The important thing is not the spark but the energy which the spark reveals.

And so, in the case of the advertisement, we want you to picture in your mind, not the page in the *Post*, but the *two million possible buyers* of NATIONAL MAZDA, reading this advertisement and absorbing its message of Better Light, Better Sight.

Hundreds, yes thousands, of NATIONAL MAZDA agents have come to realize that this national advertising can be applied right to their own business.

The power of Niagara wastes itself until it is harnessed and made to operate generators which divert it and apply it to useful purposes. In order to make the power of national advertising work to its full capacity, it has to be diverted by the merchant, by means of local "tie-up" advertising.



Every window trim, every newspaper advertisement, every slide shown in the movie theater, and every other method of "tying up" *your store* with the national advertising, means just so much more of the NATIONAL MAZDA selling power *diverted to your use.*

A great many agents have written us about how the consistent use of NATIONAL MAZDA "tie-ups" has helped them. Many have directly increased their lamp business. Others have brought in new customers who have bought other things besides lamps. Not a few complete wiring jobs have resulted for those who cater to this class of business. And every persistent local advertiser, whether he realizes it fully or not, has strengthened his own prestige in the community by making himself known as the wideawake NATIONAL MAZDA representative.

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TURNING SMALL LAMPS INTO Big Dollars

Plenty of Flashlight Lamps to Supply Demand

DUE to the greatly increased manufacturing capacity of National Mazda factories, all back orders on flashlight lamps have been filled and a considerable surplus of these lamps is now on hand from which new orders may be immediately filled. The fact that the Flashlight Display Cabinet and selected stock of 100 lamps can now be supplied at once to any purchaser, makes it much easier to sell.



National Mazda Flashlight Lamp Cabinet

Every National distributor should endeavor to sell this stock of lamps to garages, hardware stores, drug stores and other trade centers. The profit to you as a National Mazda distributor is excellent; the retail gain made in turn by the store to which you sell the stock is good. Every cabinet you place in this way insures future flashlight lamp business for you.

Canvass stores in your vicinity for sales of dealers' stocks of flashlight lamps. Folders and printed matter to aid you in such sales are obtainable from your lamp Sales Division.

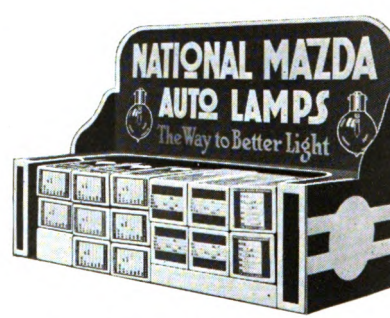
New Dealer's Stocks of Automobile Lamps

A NEW automobile lamp cabinet to contain a new stock of selected lamps is now available. This display cabinet and stock is intended as means to enable the small garage or hardware dealer to enter profitably the automobile lamp sales field. An exceptional opportunity for profit on the sale of these cabinets is now open to present National Mazda agents and distributors.

There is an immediate and constantly growing profit for the lamp agent in opening up new sales centers for automobile lamps, which end is accomplished every time you sell one of these new dealer stocks. Having bought the cabinet and lamp stock from you, naturally the new dealer will continue to buy lamps from you to replenish his stock, wherein is your best profit.

Two new assortments are offered. Mazda Auto Assortment No. 1 contains 100 lamps and will cover the lamp demand for nearly all popular cars. Mazda Auto Assortment No. 2 consists of 100 somewhat different lamps than Assortment No. 1. Assortment No. 2 is not a complete stock in itself but is supplementary to Assortment No. 1 and intended only for use with Assortment No. 1.

Assortments No. 1 and No. 2 may be sold to the garage, hardware store, or auto supply house requiring a larger, more complete stock than Assort-



National Mazda Auto Lamp Assortment

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ment No. 1 alone. Assortment No. 2 should not be sold without Assortment No. 1 except to those dealers who have already purchased Assortment No. 1.

All headlight lamps in the new Assortments are of MAZDA C construction and each cabinet is furnished with a 1918 auto lamp guide showing what lamps to supply for any car. The latest automobile lamp price list is also included with each cabinet.

Assortment No. 1 contains 14 cartons, totalling 100 lamps as follows:

Quantity of Lamps in Assort't	MAZDA Number	Volts	Amperes	Approximate Candle-Power	Class	Type and Size Bulb	Diameter Bulb, Inches	Over-All Length, Inches	Base Bayonet Type	List Price Each Lamp
					Headlights					
5	MAZDA-131	6-8	3.5	28	MAZDA C	G-12	1½	2½	S. C.	$.50
5	MAZDA-132	6-8	3.5	28	MAZDA C	G-12	1½	2½	D. C.	.50
10	MAZDA-129	6-8	2.5	20	MAZDA C	G-12	1½	2½	S. C.	.35
5	MAZDA-130	6-8	2.5	20	MAZDA C	G-12	1½	2½	D. C.	.35
5	MAZDA-141	12-16	1.5	30	MAZDA C	G-12	1½	2½	S. C.	.37
10	MAZDA-138 For Ford Cars	9 — to	2.0 be bur	27 ned tw	MAZDA C o in series	G-12	1½	2½	D. C.	.35
					Side, Rear, Instrument and Other Lights					
10	MAZDA-81	6-8	.84	5	MAZDA B	G-8	1	1 11/16	S. C.	$0.23
10	MAZDA-82	6-8	.84	5	MAZDA B	G-8	1	1 11/16	D. C.	.23
10	MAZDA-63	6-8	.42	2	MAZDA B	G-6	¾	1 3/8	S. C.	.23
10	MAZDA-64	6-8	.42	2	MAZDA B	G-6	¾	1 3/8	D. C.	.23
10	MAZDA-61	3-4	.84	2	MAZDA B	G-6	¾	1 3/8	S. C.	.23
10	MAZDA-62	3-4	.84	2	MAZDA B	G-6	¾	1 3/8	D. C.	.23

Assortment No. 2 contains 18 cartons, totalling 100 lamps as follows:

Quality of Lamps in Assort't	MAZDA Number	Volts	Amperes	Approximate Candle-Power	Class	Type and Size Bulb	Diameter Bulb, Inches	Over-All Length, Inches	Base Bayonet Type	List Price Each Lamp
					Headlights					
15	MAZDA-131	6-8	3.5	28	MAZDA C	G-12	1½	2½	S. C.	$.50
10	MAZDA-132	6-8	3.5	28	MAZDA C	G-12	1½	2½	D. C.	.50
10	MAZDA-129	6-8	2.5	20	MAZDA C	G-12	1½	2½	S. C.	.35
10	MAZDA-130	6-8	2.5	20	MAZDA C	G-12	1½	2½	D. C.	.35
5	MAZDA-141	12-16	1.5	30	MAZDA C	G-12	1½	2½	S. C.	.37
10	MAZDA-142	12-16	1.5	30	MAZDA C	G-12	1½	2½	D. C.	.37
20	MAZDA-138 For Ford Cars	9 — to	2.0 be bur	27 ned tw	MAZDA C o in series.	G-12	1½	2½	D. C.	.35
					Side, Rear, Instrument and Other Lights					
10	MAZDA-89	12-16	.42	6	MAZDA B	G-8	1	1 11/16	S. C.	$.27
10	MAZDA-67	12-16	.26	3	MAZDA B	G-6	¾	1 3/8	S. C.	.27

The list value of lamps in Assortment No. 1 is $29.40. Because of the fact that it contains 100 lamps packed in more than 10 carton quantities it may be sold at 40 per cent discount from list, or for $17.64.

Assortment No. 2 lists at $37.45 and may be sold for $22.47.

These new cabinets are business builders — they will repay you handsomely for time spent in selling them.

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WHY USE TRADE ACCEPTANCES



By T. K. Quinn

Editor's Note — In this article Mr. Quinn, Credit Department Manager, Nela Park, presents the reasons for the Trade Acceptance. It is to your advantage to be thoroughly familiar with its workings. Further discussions will appear in the *Stimulator* from time to time. Note Mr. Quinn's offer to explain questions asked regarding the use of the Trade Acceptance.

RETAILERS, Jobbers, Manufacturers, Salesmen! If you would maintain your splendid reputation for being alive, alert, and up-to-date, you must continue the Trade Acceptance propaganda. Talk, agitate, advertise, and above all things use Trade Acceptances and see that they are used. And why has this long-slumbering "acceptance" method suddenly awakened in this country and become such a live issue? Let us reply thus:

When a merchant goes to a bank and borrows $1,000.00, he must sign a note acknowledging the debt and agreeing to settle it on a specified day. If he exchanges that same $1,000 for merchandise — money's worth — and sells the merchandise to a purchaser who does not pay cash, the merchant is expected — in fact actually required under the existing open account method — to wait for payment for an indefinite period and without anything to indicate that the purchaser is indebted to him.



If it comes to suit, the bank sues on the note, but the merchant must prove his claim — if he cannot, he loses. This is bad business and no one really benefits by bad business in the long run.

Why should not the merchandise buyer be required to acknowledge his obligation to the unpaid seller? The burden of proof is really on the side of those (if indeed there be any) who object to signing Acceptances. The question is not, "Why should the time buyer sign an Acceptance?" but, "Why shouldn't he?" Not, "Where did the Trade Acceptance come from?", but, "Where has it been?"

Trade Acceptance Not New

The Trade Acceptance system is older than the whole electrical industry — much older; in fact, it was used by the Jews in the time of Solomon.



It has been used by every commercial country in the world; it is known to the Old English Common Law as a bill of exchange. It is being used extensively in the most progressive European countries today. It was used in this country until the time of the Civil War. Money became scarce and the devilment commenced. Cash was at a premium; attractive discounts were offered for it and purchasers desiring to take advantage of them borrowed money on their own promissory notes (one-name paper).

And so it came to pass that that sort of security formed the basis for the United States credit currency to a very great extent. This was largely responsible for the panics of 1893 and 1907.

The framers of the Federal Reserve Act wanted flexible security upon which to base our credit currency. They knew that paper which represents actual business transactions on its face would make the best foundation for Federal Reserve note

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issues. Hence the awakening of Trade Acceptances. Provision was made for a preferential rediscounting rate to be offered banks in the Federal Reserve System having this two-name paper to sell.

The United States has had and is going to have greater demand made upon it than ever before for the extension of credit, not only for our domestic trade but also to furnish credit to other nations, and our resources for this purpose should be utilized. Everyone who has the best interests of the country at heart should push the Trade Acceptance movement.

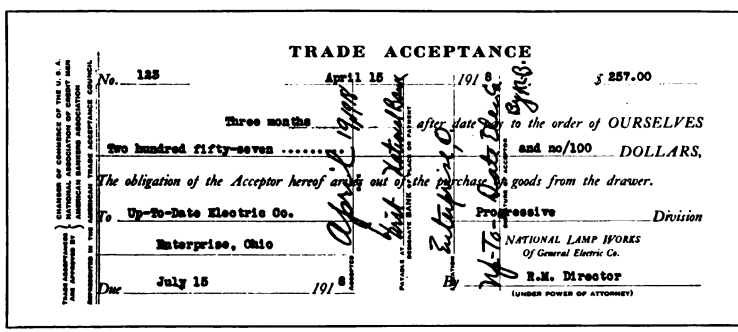
Advantages of the Acceptance

Like every good thing, the Trade Acceptance system has many advantages, both to the buyer and the seller. From the seller's standpoint, the signed Acceptance is an acknowledgement of the correctness of a bill, representing a particular sale of goods. It is an account stated with a definite promise to pay on a certain day.

Inasmuch as these Acceptances are a quick asset of the highest type, they may be used as a reserve or collateral, or discounted at a lower rate, and thus enable the seller to make his open accounts liquid, and do business on less capital. From the standpoint of the buyer the Acceptance shows on its face that the obligation is made for a purchase of goods and the transaction establishes a purchaser's credit. By giving a negotiable evidence of indebtedness to the seller, the buyer shows his good faith and he improves his credit by meeting the obligation. A definite promise to pay on a certain day makes a more intelligent buyer and leads to better system, which the average retailer, in particular, needs.

How the Acceptance is Used

Briefly, the Trade Acceptance may be used in this way: When rendering an invoice for any reasonably large purchase the seller may attach a Trade Acceptance form properly filled out for the amount due. Several bills for small amounts may be combined and covered in one Trade Acceptance. Upon receipt, the buyer has the option of paying the invoice (less discount) and destroying or returning the Acceptance form unsigned with the payment; or he may "accept" the Trade Acceptance at its face value by signing it in the space provided, and indicating the date, place of payment, or bank, and returning it to seller, thus enclosing the transaction until it falls due.


TRADE ACCEPTANCE

No. 125 April 15 191 8 $ 257.00

Three months after date pay to the order of OURSELVES

Two hundred fifty-seven and no/100 DOLLARS,

The obligation of the Acceptor hereof arises out of the purchase of goods from the drawer.

To Up-To-Date Electric Co. Progressive Division

Enterprise, Ohio NATIONAL LAMP WORKS Of General Electric Co.

Due July 15 191 8 By R.M. Director (UNDER POWER OF ATTORNEY)

Here is a Specimen Trade Acceptance Form Properly Filled Out

We will have more to say about the Trade Acceptance in the *Stimulator*, and will be glad to assist in solving any problems of *Stimulator* readers in connection with their use.

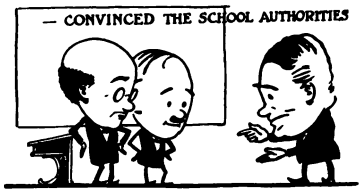
A Thrift Pocket is a character builder. Establish one about your person. Be honest with it—neither asking it to lend to you or use it to make change. When it becomes heavy, lighten it by the purchase of Thrift Stamps.

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EXCHANGE

MAZDA MERCHANDISING IDEAS

TO a seasoned Light Brigade member like Mr. J. P. Hagerty, of the Julius Andrae & Sons Co., Milwaukee, the sight of a gymnasium, 35 ft. by 50 ft., in a modern high school, lighted by only six 60-watt



clear lamps, without reflectors, was little short of appalling.

He got the measurements, decided upon an intensity of three foot-candles and quickly made calculations indicating that the room should have eight 100-watt Bryan-Marsh MAZDA C lamps in steel reflectors, properly guarded. Mr. Hagerty convinced the school authorities that his ideas were correct and as a result the installation was made, increasing the wattage in the gymnasium over 100 per cent. Results were highly satisfactory and Mr. Hagerty has been asked to make lighting recommendations for the entire school. Do you know of any places that should have better lighting? Attack the prospect with figures giving full information as to cost, results, etc., and you'll have a chance to make reports similar to Mr. Hagerty's.

Gets the Undecided Customer

About the most difficult customer to deal with is one who doesn't know exactly what he wants and at the same time isn't anxious to accept the good advice of the merchant. Selling anything to this class of trade isn't the most enjoyable pastime imaginable, but Mr. E. V. Pearson, with Marble Brothers, Peerless agents, Owosso, Mich., has solved the problem with excellent results for MAZDA sales. He passes it along:

"We have a number of home-size lamps, 25, 50, 75 and 100 watts, on which we have plainly marked the wattage, voltage, price and our name, by means of a rubber stamp and some frosting solution.* When we meet one of these undecided customers we loan him several of these lamps to try in his home and help him decide just which sizes he wants.

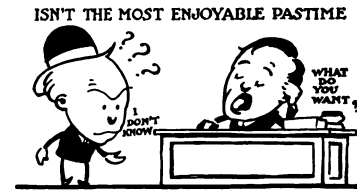
"This service is certainly appreciated and it results in increased sales and general satisfaction. It brings many a lamp customer our way, sells lamps of larger wattages as the advantage of more light is seen. Incidentally, it brings more wiring, for the customer also lets his neighbors know of his improved lighting."

Of course it isn't necessary to offer every customer sample lamps to try out, nor would we recommend such a policy, but the "home demonstration" plan sounds good for the doubtful prospect.

Clever Suggestion Device

No customer gets out of the Safety Electric Works, Sunbeam agency, Eureka, California, without receiving a MAZDA message. Mr. L. Katz, proprietor, tells of an original device for reminding customers of lamps, consisting of a piece of plate glass set in the top of the counter, flush with the surface, with a piece of ordinary window glass beneath it.

Between the two pieces of glass is a MAZDA poster or other piece of



MAZDA advertising material, face upward, so that it can be seen by the customers before the counter. Two lamps under the counter are lighted by an automatic switch whenever the cash register is open, thus lighting the advertising material from beneath and attracting attention to it.

**Note* — There are a number of prepared etching fluids on the market which may be used for this purpose.

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This can be made to represent a flash sign by placing a piece of thin tissue paper over the advertising



material so that it is hidden until the lamps are lighted.

"We have found this device very satisfactory in helping sell MAZDA lamps," says Mr. Katz.

Patriotic Selling Rivalry

New-Business Manager, Stuart C. Irby, of the Hattiesburg Traction Company, Hattiesburg, Miss., reports a patriotic selling plan that has netted excellent results for the school students' collection of Thrift Stamps, the peoples' lamp supply and the Company's sale of Bryan-Marsh MAZDA lamps. Mr. Irby relates his plan as follows:

"The Superintendent of the public schools was called upon and requested to have announced in each schoolroom in the city that the Traction Co. would give a 25-cent Thrift Stamp to any public school student for each $1.50 worth of lamps sold.

"This plan met with the hearty co-operation of both teachers and children and assisted the children greatly in filling up their Thrift Stamp cards. There is much rivalry among the different schools to see which one can accumulate the most Thrift Stamps, and we anticipate $500.00 in lamp sales from this source."

This plan is one that could well be used in any community. The terms can, of course, be arranged to suit the agent's convenience.

Perpetual Inventory

The task of keeping accurate stock records is always active. Mr. Chas. E. Fiers, Sioux Falls, S. D., recently described his perpetual inventory system in *Electrical Merchandising* and extended the *Stimulator* permission to tell of it.

At each bin or shelf section a metal holder was placed for a stock record card such as illustrated here; one card for each size of lamp. As may easily be seen, the upper section of the card shows the date, quantity of stock on hand, additions made, description and price of the lamp.

The lower section is ruled off as indicated, with a double line for the right-hand column of squares. Whenever a sale is made the number of lamps sold is marked in one of the squares. If desired, the date of the sale may also be marked in the square. When one horizontal row is filled, the total for the row is marked in the right-hand square.

The sub-totals in the right-hand column may be added whenever



inventory is taken (or when the card is filled) and the total subtracted from the stock listed at the top of the card. The remainder indicates the quantity of stock on hand to be entered on the new card. By marking his initials on the card the person making the inventory leaves a record for future reference.

The virtues of this system are: it saves time; it indicates almost instantly the condition of the stock; it shows up slow-moving and rapid-selling stocks; it can be applied to other stocks as well as lamps.

Date. 4/10/18 Quantity 150
Desc. 50 W. 115 V. B.F. Additions 5.60
Price. 33¢ each 15 Cents Total 2.00

4/6 6	4/7 7	4/10 10	4/12 3	4/13 15	4/15 2	4/15 4	4/16 1	47
4/6 5	4/11 11	4/9 8	4/8 20	4/16 5	4/20 9	4/18 2	4/13 3	63
4/14 7	4/17 3	4/15 6	4/17 5	4/30 8				29
								139
				On Hand 4/30				61

Perpetual Inventory Card

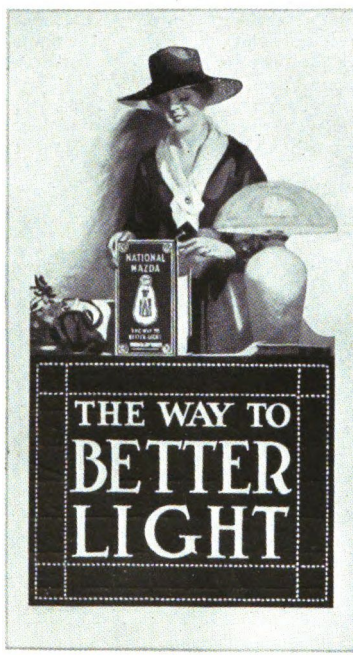
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MAKE ELECTI

IN WIRED AREAS 10C

IN last month's *Stimulator* we printed a diagram showing the ratio of electrically lighted homes in this country to those without electric service, the figures indicating that the latter class contains by far the greater number, almost 65 per cent of the total, in round numbers about 15,000,000. Of course, many of these are located in areas as yet undeveloped electrically, but no one can deny that a great proportion of this large number is to be found right among homes enjoying the convenience and economy of electric service. We speak of this particular class because it is the unwired building in an area having electric service that offers the best prospect for a wiring job and a future lamp customer.

The wiring season is well on its way. Spring and early Summer are the seasons for improvement and changes; the logical time for rendering electrically served areas 100 per cent current users. The first essential to cleaning up conditions is the list of prospects. You must know where your objective is. There are many ways of locating unwired houses. It would not be unusual in towns and smaller cities for employees of the central station to have a record of every unwired building in town, and be willing to give the information to contractors and dealers interested in increasing the number of current users. Another successfully tried method is to employ high school boys to make a canvass of specified districts during evenings, locating unwired houses and learning the names of owners.



CS-243 The Way to Better Light

Next comes the problem of reaching the people to whom the wiring job must be sold, selling them the idea and making terms for payment. No doubt, personal

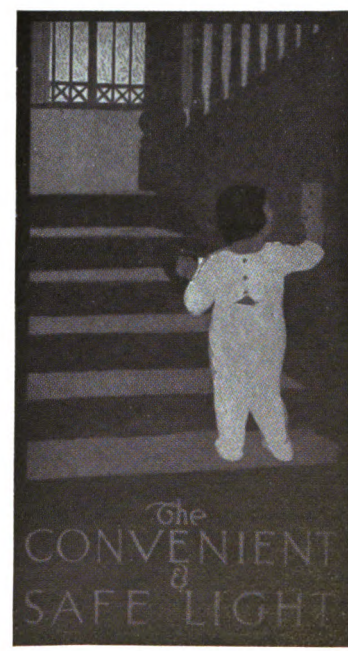
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iC SERViCE

PER CENT COMPLETE

solicitation, supplemented by advertising literature sent direct by mail and in the newspapers, is the most effective method. At some time you must see the customer or his representative personally, so why not go to him instead of waiting for him to come to you? Send your solicitors, with all details of your proposition and your terms clearly in mind (complete information is an important point) to call on the prospects. The first call may not land the order, for changes in home equipment usually require some "thinking over" by the members of the household.

Meanwhile, use the mails and the newspapers to keep the subject of electric service alive in the minds of prospects. We have two neat folders, envelope size, both shown on these pages, which suggest the advantages of electricity in the home and give the cost per hour of operating various electrical appliances, *CS-243, The Way to Better Light*, and *CS-263, The Convenient and Safe Light.* Ask the Division which supplies your lamps for sufficient quantities of these folders, with your imprint, to send one to each prospect with a letter, and have some left to hand over the counter to customers. Mail *CS-263, The Convenient and Safe Light*, with a letter suggesting the wiring of the house, to prospects before a solicitor calls for a personal interview. Later, after the first interview, if the contract was not closed, send *CS-243, The Way to Better Light* with another letter. Meanwhile keep your advertising in the newspapers, announcing your house-wiring terms. Thus all forces will be co-ordinated toward gaining the desired results.



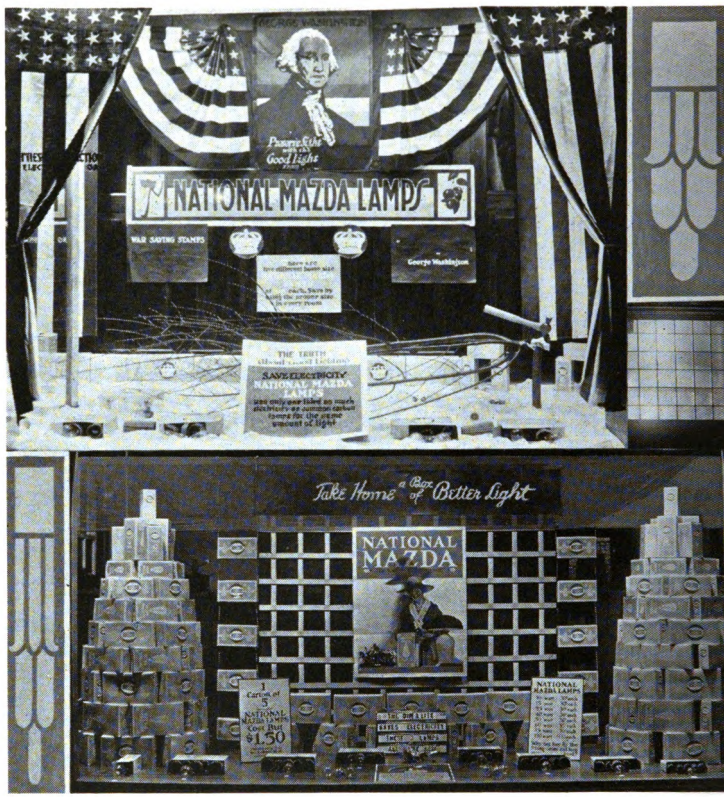
CS-263 The Convenient and Safe Light

Experienced wiring campaigners declare that it isn't

(Continued on Page Eighteen)

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GOOD MAZDA WINDOWS



Upper—S. C. Irby, Hattiesburg, Miss., Traction Co.; Lower—Hydro-Electric Light and Power Co., Connersville, Ind.

FOR real, downright results — profit as compared with cost — no form of lamp advertising has proved so consistently profitable as window displays. A good MAZDA window is to the lamp dealer what a pitcher like Walter Johnson is to a baseball team. In these days light is only a shade less of a vital necessity than bread, and nothing sold by the electrical dealer is in such constant and recurring demand as NATIONAL MAZDA lamps.

The prime essentials of a sales-getting MAZDA window are attention value, opportuneness, and sales punch, in other words, something that says to the passer-by, "Stop! Look! Come In!" To embody these things in a window requires brains. We send you regularly materials from which excellent windows may be made, but it is essential that *you should adapt this display material to your window and class of trade*, adding where possible other attractive features of your own.

At the top of the page are shown four windows from widely separated regions of the United States. In each window our regularly furnished trims and printed matter are the basis of the display, but the window trimmer in each case has added his own ingenuity — an inexpensive touch here and there giving added attractiveness and sales value. For instance, the George Washington Birthday Window, featuring Bryan-Marsh MAZDA lamps, was exhibited by the

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CREATE LAMP DEMAND



Upper—F. A. Hawthorn, Turner Nelson Co., Tulare, Cal.; Lower—L. E. Ragan, Rome, N. Y., Gas, Electric Light and Power Co.

Hattiesburg Traction Co., Hattiesburg, Miss. It resulted, says Mr. Stuart C. Irby, New-Business Manager, in a 200 per cent increase in lamp sales over normal during the week of February 22nd. The power of this window is evident at a glance — it has timeliness, originality, attractiveness and sales punch galore.

The window display of the Hydro-Electric Light and Power Co., Connersville, Ind., produced an immediate boost in Fostoria MAZDA sales. It is a fine example of a simple and effective lamp display.

The window of the Rome Gas, Electric Light and Power Co., Rome, N. Y., like the previous window was designed to tie up to the MAZDA advertisement in *The Saturday Evening Post.* This window was made by Mr. Louis E. Ragan. The painted background and stacked rifles absolutely compel attention.

Mr. F. A. Hawthorn, of the Turner Nelson Co., Tulare, Cal., won a prize for his patriotic window. There's a fascination about looking into the mouth of a cannon and it is here capitalized to sell Buckeye MAZDAS. Mr. Hawthorn says, "We now have a $600 lamp contract. We had a $150 contract. Window displays did it."

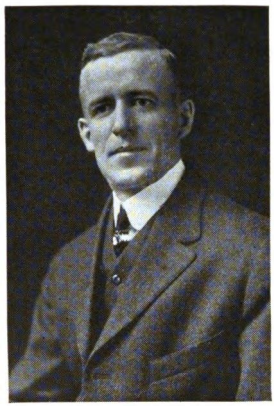
Spend a few brain throbs on your next MAZDA window — a new window display idea is sure to increase lamp sales.

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A SUCCESSFUL MERCHANTS STORY

PROGRESSIVE MANAGER TELLS OF SALES DEVELOPMENT

THE Moline, Ill., division of the Tri-City Electric Company, with another division at Davenport, Iowa, managed by Mr. W. J. Ball, whose likeness you see here, made a rather unusual record as MAZDA merchandisers during the past year. In relating the development of the company's lamp business, Mr. Ball points out some essentials well worth the attention of every MAZDA merchant aspiring to success: for example, the idea of service, the value of advertising, co-operating with the lamp manufacturer and using his service, and the dealer's attitude toward the public. Read Mr. Ball's story.



W. J. Ball, Tri-City Electric Co.

"We have been contractor-dealers for the past eighteen years, with emphasis on 'dealers.' We found in the early stages of our business that the goods most easily sold were the goods that the consumer had to have; also that the goods most easily sold showed the quickest turnover for money invested and, therefore, the best profit. The only article regularly consigned to a dealer requiring no investment on his part is the incandescent lamp.

Now, if a man had $6000 or $7000 cash in a town where no one else had cash, he would have no trouble in turning it over several times a year at a good profit. We have been supplied with good lamps, Buckeye brand, in a community that had to have lamps, and the only difference between a lone man with an equal amount of cash and ourselves with lamps, is the fact that we have competition to overcome.

"We have progressed not especially because we believe our lamps to be better than many others, but because we have sold *service* with lamps. The public willingly pays for service. It may not always be in dollars, however; it may be in willingness to go a little farther in the assurance of getting what is wanted. We have what the public wants and make this fact known. Last summer we found we were just a little farther from the main business district than the public wanted to go for service.

"We could not and would not offer inducement by cutting the price of lamps, so we moved to the middle of the retail district, into a new building, especially arranged for us and also occupied by the lighting company. Their advertising helps us sell our wares, while our advertising of labor-saving devices helps them sell current. We are for the Goodwin Plan of co-operation.

"The Buckeye Electric Division is back of our service and has always co-operated with us. There is no other product we sell that includes the personal services of the manufacturer to the extent of that furnished with MAZDA lamps. We sell lamps by ones and twos, by the carton, by the case, or by the truck load. In December we sold over 275 cases from our Moline House.

"MAZDA selling brings other business, much of which is more profitable from a percentage standpoint than lamp selling, but since the selling of lamps brings such business, we believe that the indirect effort to attain a certain end pays best.

"We are firm believers in MAZDA merchandising, the use of advertising, tying up with the manufacturer's advertising and using his service. If the beginning of this year can be taken as an indication, we believe we can improve our report a year from now."

Licking War Savings Stamps, over here, helps lick the Kaiser, over there!

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WHAT'S NEW in the Lighting World



New Auto Lamp Cabinets

IF you are now handling automobile lamps, or have any thoughts of doing so, please do not fail to read the articles on pages six and seven, relative to the new auto lamp and flashlight lamp cabinets. An auto lamp cabinet practically constitutes a stock of lamps with which any dealer may start in the auto lamp renewal business. The field is still growing, and these new assortments will make it easy for you to cultivate.

Progress in Industrial Lighting Units

THE next issue of the *Stimulator* will be largely devoted to industrial lighting, with special reference to the latest developments in efficient, glare-free lighting units. Make a note in your calendar, one month ahead, to make sure you receive this June issue; it will be extremely valuable to you.

National Mazda Film Arouses Interest

MUCH interest has been shown in the item published in the March *Stimulator*, announcing that movie films illustrating the making of National Mazda lamps and embodying a "movie trip to Nela Park" would be sent on request to agents and customers who have access to facilities for exhibiting them, and who will pay transportation charges on the film roll. If you intended to request one of these films, and overlooked the matter, this will serve as a reminder that they are still available.

A New Era in Fixture Selling

MERCHANTS in all sections of the country have awakened to the fact that fixture selling, as practiced in the past was not as profitable as it might have been. Consequently, trade papers and other publications have recently devoted more space and attention to lighting fixtures and their retail marketing.

One of the first questions occurring to men who studied the situation was, "Why should fixtures be 'fixtures'?" It is the belief of many that the idea of permanency implied by the name has been taken too literally; that fixtures are as much a part of the home decorations as curtains, pictures, wall paper or paint, and considered in this light they should be changed from time to time. There is food for thought in the new fixture idea — also an opportunity for some profitable fixture merchandising.

The Society for Electrical Development, United Engineering Societies Building, New York, has published a 28-page review of fixture selling entitled, "Selling Better Fixtures to More People." Send for a copy and read it. House-wiring time is also remodeling time and fixture-selling time.

Here's a Saving Schedule to Follow

One Thrift Stamp costs 25 cents.
Four Thrift Stamps equal one dollar.
Sixteen Thrift Stamps fill one Thrift Card.
One full Thrift Card and 15 cents (in May 16 cents), buy one War Savings Stamp for which the United States Government will pay you $5.00 in 1923.
Your money is being used to make the world safe for Democracy. Spend your big bills for Liberty Bonds and your change for Thrift Stamps; you never knew a more worthy way to save.
Buy Stamps at any Post Office, Bank, Trust Company, Authorized Store or Business House.

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W. L. ENFIELD, Lamp Development Laboratory, Nela Park, responded to a request from a soldier friend for better light. This sketch indicates the appreciation of the boys in camp. With the sketch came a message, "Mr. W. L. Enfield: We, the 4th platoon of Company H, 331st Regiment, wish to thank you for your generous response to our appeal for lamps. Wishing you and your concern the best of luck."

Central Stations Regard Lamps as Merchandise—*(Continued from Page Four)*

So much for this good development in our industry. But considering results as directly concerning lamp merchandising, it is very pleasing to note that central stations throughout the country are more and more uniformly handling incandescent lamps as merchandise, when they handle them at all, selling them at the same prices charged by the manufacturer and his agents, rather than including them as a part of the transaction for energy.

The good will of lamp merchants is of value to central stations and where central stations co-operate with dealers in the matter of lamp selling by considering lamps as a separate article of merchandise, or by leaving the field exclusively to the merchants, the MAZDA merchants can hardly do otherwise than boost for the central stations, directly and indirectly, by putting more enthusiasm into lamp selling and into the extension of electric service.

Make Electric Service—*(Continued from Page Thirteen)*

selling the desire for electric service that offers the difficulty, it's the terms of payment. Right now this part of the sale should be less difficult than ever, for it is the small home owner, living in an unwired house, who during the past two or three years has been making better wages and living more comfortably than ever before. Installment terms, based upon the amount of work required, spreading the payments over a period of months, are usually most satisfactory. Local conditions must be your guide in determining this question.

When you sell a wiring installation you are doing a patriotic act, for electric service, especially electric lighting, is economical; but when selling the installation be patriotic to yourself and the industry of which you are a part; sell the equipment for as much service as your customer should have, rather than as little as he can possibly get along with. A one-outlet or two-outlet installation is justifiable only when more complete service can not possibly be sold. Go after the wiring jobs and make service in electric areas 100 per cent complete.

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ECHOES from the FIRING LINE

MR. ED ROBBINS, of the National Electric Co., Fostoria agency, Mansfield, O., is a leading light in his home town. When a man finds his picture, surrounded by a lot of sketches pertaining to his business, in the middle



of the front page of the morning paper with a story giving the highlights of his successful career as Mr. Robbins did a few days ago, it's easy to guess one of the places where collectors and solicitors for all sorts of causes will head thereafter. A part of the newspaper picture, much reduced, is shown here.

After a thorough test, the Maryland Institute, leading school for the teaching of fine arts in Baltimore, adopted MAZDA C-2 lamps for lighting all classrooms in which night classes in color work are conducted, reports J. A. Hohman, Colonial Division salesman. A fine boost for MAZDA C-2 lamps! Is there a hunch in this for you?

distributors, Seattle, and the Spelger & Hurlbut Co., supplied the uniforms.

When a MAZDA merchant's display windows attract sufficient attention to get prominent mention in the newspapers it's certain he is very much alive. Mr. John Sell, of the Sell-Atkins Co., Peerless agency, Pittsburg, Kan., is in this class, as clippings from Pittsburg papers have proved several times.

NATIONAL MAZDA C lamps for moving picture projection are gaining favor with moving picture houses as rapidly as the managements learn of the many advantages of MAZDA equipped projection apparatus. The Argus Lamp and Appliance Co., Cleveland, of which Mr. H. H. Cudmore is manager, has been unusually successful in marketing the Sheck Universal Adapter, with which arc lamp projectors can quickly be converted for the use of 20-ampere NATIONAL MAZDA C lamps for motion picture projection. MAZDA C motion picture lamps are sold by the Nela Specialties Division, Nela Park.

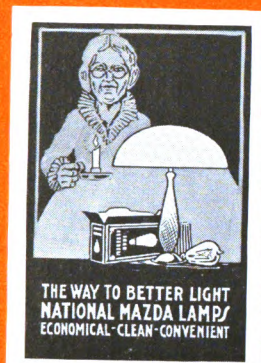


Spelger and Hurlbut Baseball Team; They Win Because They're National Quality

The baseball team of the Spelger and Hurlbut Co., Packard agents, Seattle, Wash., gave a good account of itself last season in the Seattle City League and hopes to repeat this year. Why shouldn't it, with the uniforms decorated as they are? The Pacific Lamp and Supply Co., Packard

Mr. R. A. Smith, who has been a member of the Western Electric Co. sales force with headquarters at Chicago for several years, is now Sunbeam MAZDA Booster at Detroit. Mr. Smith, who was in Cleveland recently, informs us that his initials signify "Real Active Sunbeamer."

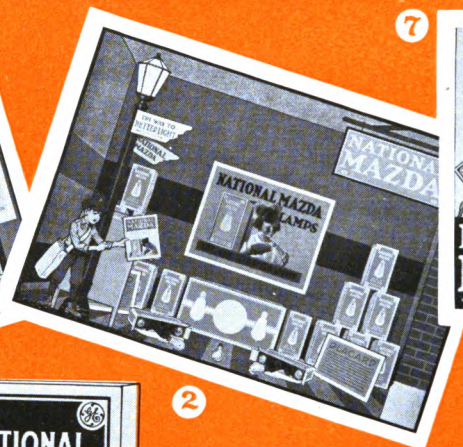
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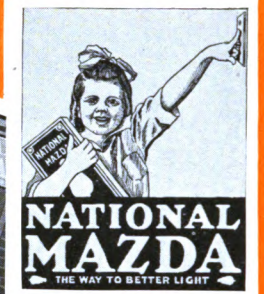


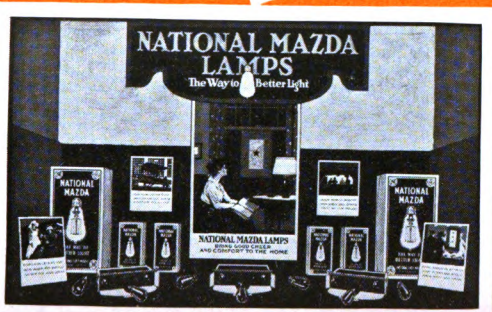
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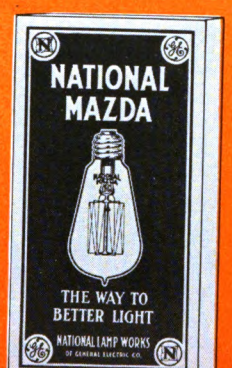
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Take Your Own Choice of Displays This Month

NATIONAL MAZDA merchants recognize good display material — we think so because requests for displays offered months ago are continually coming in. Fortunately we have a number of the better displays in stock of which you may take your choice; in addition there are two placards and the Jumbo carton, always serviceable window material.

Mark your choice on the post card enclosed with this *Stimulator* and mail at once. Indicate whether you want a lantern slide and a newspaper ad plate to tie up with your display in the movies and the newspapers. We'll send first choice as long as the supply lasts, afterwards we'll send second choice.

Here are the displays offered — shown on opposite page.

(1) MAZDA C-2 Trim — Offered in the *Stimulator* last August and has been a favorite ever since. A handsome cut-out, a long National streamer and a set of placards are supplied with this display. There is also a newspaper ad plate. Excellent for boosting MAZDA C-2 sales.

(2) A novelty MAZDA trim that would "go" on any day in the year. It was offered as a *Saturday Evening Post* tie-up last October and has always been in great demand. The cut-outs and placards are of unusual merit. There is also a newspaper ad plate and a colored lantern slide.

(3) This display was designed to tie up with the biggest single NATIONAL MAZDA magazine ad ever published. It is timely now, easy to install and certainly effective. State whether you will use the newspaper ad plate and movie slide.

(4) The "Army Life" trim shown here is really new. It was shown in last month's *Stimulator*. There is a large name streamer, a large center poster and 4 smaller placards. A newspaper plate and a lantern slide will be supplied if requested.

(5) Jumbo Carton, 27 inches high; almost a necessity for all trims.

(6) P. W.-1 Card. This attractive display piece is one you can use in the window or on the counter or show case.

(7) H. W.-1 Card. Another useful display piece to have at hand for almost all occasions.

George Washington Window Prize Goes To Hattiesburg

Mr. S. C. Irby, New-Business Manager, Hattiesburg Traction Co., Hattiesburg, Miss., Bryan Marsh distributors, won the $5.00 War Savings Certificate offered for the best photograph of a George Washington MAZDA window trim. The photograph is reproduced at the top of page 14, this *Stimulator*. Mr. Irby showed considerable ingenuity and originality in using the materials available.

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is excellent for illustrating its lesson. Nevertheless, if you were anxious to get somewhere in a hurry you'd rather be equipped like the hare.

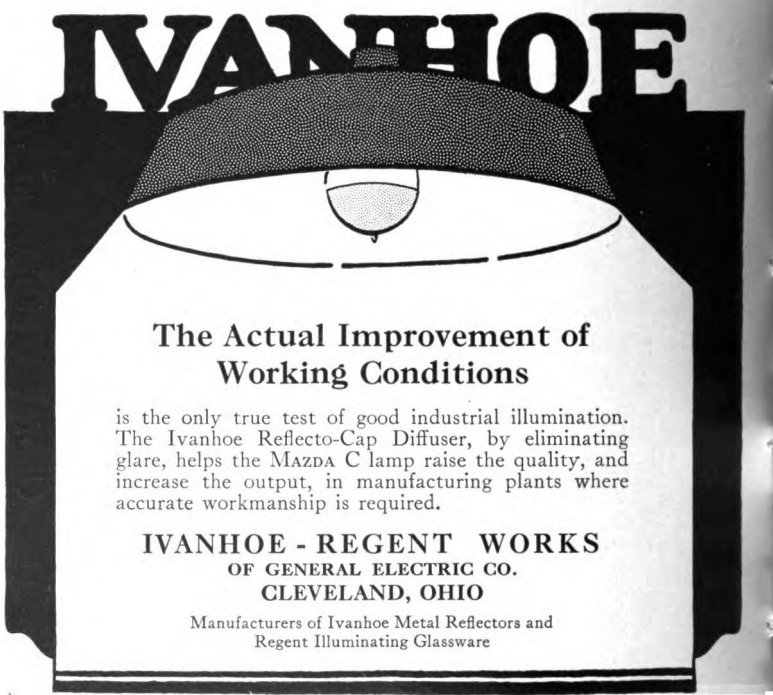
You are in business to succeed, to prosper. You need to be equipped as well as possible. To succeed as a MAZDA merchant you must "know the game." You can learn by experience, which is often a slow and costly method. There is a quicker and better method — learning from the experience of others.



We are talking principally to MAZDA merchants who have not had much MAZDA selling experience. For you who have yet to lay the foundations for a successful, prosperous lamp business we recommend the careful reading of "How to Succeed as a MAZDA Lamp Merchant"— a 163-page book of 11 chapters, illustrated, interesting, fascinating, helpful. Every sentence represents the experience of some successful MAZDA merchant.

If you have not read this book ask the Division which supplies your lamps about it.

IVANHOE



The Actual Improvement of Working Conditions

is the only true test of good industrial illumination. The Ivanhoe Reflecto-Cap Diffuser, by eliminating glare, helps the MAZDA C lamp raise the quality, and increase the output, in manufacturing plants where accurate workmanship is required.

IVANHOE - REGENT WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

Manufacturers of Ivanhoe Metal Reflectors and Regent Illuminating Glassware

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NATIONAL MAZDA

THE WAY TO BETTER LIGHT

Begin early the lesson of Good Light, Good Sight. To keep eyes young, use light in abundance throughout the house. Diffuse it and soften it, but do not dim it—for insufficient light is a fruitful cause of eyestrain! With NATIONAL MAZDA lamps you may have ample light with economy of electric current, and consequently a saving in the use of coal that America so badly needs.

Buy NATIONAL MAZDAS where you see them displayed. Buy five of them at a time in the handy Blue Carton. Let the lamp man advise about sizes—he'll help you get the most light for your money.

NATIONAL LAMP WORKS, of General Electric Co.
42 Nela Park Cleveland, Ohio



THIS NATIONAL MAZDA message will go forth in colors on the inside back cover of The Saturday Evening Post for May 18, 1918. Over two million copies of the Post are distributed; many more people see it.

A NATIONAL MAZDA display tying up with this page will be sent, without requiring a request, to all distributors of NATIONAL MAZDA lamps. Look for this opportunity to improve MAZDA sales and

GET THAT DUCK!



THERE'S a water reservoir in the center of Nela Park. Occasionally, during the Spring and Fall, a wild duck or two make this artificial pond a stopping place during their migratory flight. Ordinarily the reservoir creates no excitement; people pass without considering its presence. But when there's a duck stopping for refreshment, a dozen or two individuals who happen to see it can't resist throwing stones at it.

Perhaps the stones are thrown because of the old H. C. L. Perhaps it's just natural instinct to go after anything that suggests a sporting chance.

There's a good sporting proposition open to all *Stimulator* readers, and we'll say, to the credit of their sporting blood, that many have taken a chance at it. It's "making the Light Brigade (Order of V. W. Q.)".

Hardly a day passes without one or more inquiries about this select organization of NATIONAL MAZDA sellers, with efforts to attain membership. Some succeed at the first attempt; others try more than once.

It's only the best that "make good" and are awarded the emblems of the Order, which are a gold-filled watch fob for the First Degree, a sterling silver pen knife for the Second Degree, and a gold medal for the Third Degree (for the duration of the war, two $5.00 War-Savings Certificates, which may later be exchanged for a gold medal, with a bronze medal, will be the Third Degree award).

Publication in the *Stimulator* of your ideas or experiences on any one of the following subjects assures your election to the Light Brigade (Order of V. W. Q.) and assures you of the First Degree emblem. Covering the second point secures the Second Degree emblem; and when you have had ideas published on all three points, you are awarded the Third Degree emblem.

Here are the three subjects:

(*V*) Why it is good business to sell only lamps of the proper voltage.

(*W*) How to sell lamps of higher wattages (especially MAZDA C lamps) in preference to low wattages.

(*Q*) How to increase the quantity of lamps sold.

This month's successful candidates are:

First Degree, Messrs. J. A. Hohman and L. Katz.

Second Degree, Messrs. J. P. Hagerty, S. C. Irby and E. V. Pearson.

How's your sporting blood? Are you ready to "take a shot at the duck?" Put your ideas on paper and mail them to us. The game is worthy of an earnest effort.

NATIONAL MAZDA STIMULATOR

NELA PARK CLEVELAND

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The Stimulator

July 1918

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"Speed Up" Implies "Light Up"

"SPEED up, America!" is the imperative call now dinning in the ears of all our military and industrial leaders. And speed up we *must*, or the blood of a slaughtered civilization — the death-blood of democracy and Christianity — will be upon our heads. What can we do to speed up?

First of all, we should make up our minds to root out the snags of idleness and inefficiency which choke up the pathway to victory. We must keep steadily busy; we must increase our output of useful work. Secondly, we must spread the knowledge that "Speed up" implies also "Light up!" Glare and gloom are twin enemies in our midst, cutting down the production and quality of our foodstuffs, our clothing, our munitions and our hospital supplies. Hundreds of casualties will occur in our factories this very year, due simply to the fact that the workmen cannot see properly.

It is, of course, a prime duty of both the lamp manufacturers and the reflector manufacturers in these times to push rapidly forward every material development that can contribute to better lighting. Fortunately, they realize this keenly, and are planning to put several important new industrial lighting helps in your hands this year.

A group of the most progressive American reflector manufacturers have co-operatively adopted a standardized, general-utility factory-lighting reflector (see illustration on page 7), and will by August be manufacturing them in large quantities. The shape of the reflector, its angle of light cut-off, its reflecting surface have been tested and approved by photometric experts.

These new "Reflector and Lamp Manufacturers' Standard" Reflectors will be made in sizes to accommodate any regular MAZDA C lamp, from 75 to 1000 watts inclusive. They are designed, obviously, for overhead lighting. Like all other open reflectors they should generally be used with MAZDA C lamps of which the bowl has either been frosted or provided with some suitable light-diffusing medium. The shape adopted for the reflector is such as practically to eliminate glare from the reflecting surface.

Here you will have a simple, compact lighting unit that you can demonstrate and sell to the great majority of your industrial lighting prospects, and which you can buy, before Fall, from practically all of the big progressive metal-reflector interests of the country. Of course, you may have to light some shops where conditions make glare exceptionally hard to avoid — for example, low-ceilinged machine shops turning out highly polished materials. In such places the 20-inch "Reflecto-Cap Diffuser", with its opaque cap covering the tip end of the lamp, supplies the necessary though somewhat more expensive means of killing glare.

Those agents who can afford to equip their men with foot-candle meters, the wonderfully compact "baby photometers" developed by the lamp people last year (and which may now be purchased through *The Stimulator* for $25.00 each), will have a means of instantly demonstrating to factory superintendents just how much light they are now getting, and how much more light they need. There are just a few of these instruments left.

Prepare your "lines of communication" now for the biggest Industrial Lighting Drive ever known, this Fall. Start to talk and think Better Factory Lighting. Card-index your prospects, with all of the information which you or your salesmen will need in calling on them.

After getting this bird's-eye-view of the situation, you will be interested in the more detailed suggestions given on pages eight and nine.

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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI JULY 1918 NUMBER 9



STAY CLOSE TO NATIONAL MERCHANDISING SERVICE

"It Pays to Advertise" is a True Adage

ONE hundred NATIONAL MAZDA agencies, selected at random from a list of new agencies in the $150 class five years ago, would not all appear on the list of NATIONAL MAZDA agencies today; it would be just as reasonable to expect everyone born five years ago to be living now. To know what the histories of 100 NATIONAL MAZDA agencies newly appointed in the $150 class in 1913 would reveal, this number was selected, located in forty different states, and their records traced.

Not all are now in business; some are active but are not selling MAZDA lamps — they did not make the most of their opportunities. The interesting point revealed is that those of the selected 100 agencies, which are agencies today, have increased their MAZDA business on an average of tenfold (bear in mind, too, that a considerable number are in small towns) and the majority have persisted in the use of NATIONAL MAZDA advertising and merchandising service. A moment's thought suggested this result, but to be certain the investigation was made, confirming the logical conclusion.

"It pays to advertise" is an old adage but just as true today as the day it was coined. No NATIONAL MAZDA merchant need want for the means to make his lamp business prosper. By keeping close to NATIONAL merchandising service you can make NATIONAL magazine advertising your advertising, have material provided for excellent MAZDA window trims, secure cuts for illustrating your newspaper ads and material for direct-by-mail campaigns.

Two things to consider: Are you sticking close to NATIONAL merchandising service? and, Where will you be classed five years hence?

KEEPING STOCK MOVING MAKES MONEY

DO you know what your annual turnover is? Many more merchants can answer that question now than could answer it a year ago, for many have learned to study their business during recent months. Determining turnover is simple: divide the cost of the goods sold during a given period by the cost of the average stock carried during that period. For example: the cost of goods sold in a year is $1000; the cost of the average stock carried is $200; the turnover is 1000 divided by 200, or five. Turning stock an extra time is like finding money; the extra profit does not require an additional investment. The money simply works faster.

Too large stocks and slow selling kill profits and are the greatest enemies of turnover. The greater the amount constantly invested in stocks the less the net profits. The answer is, carry stocks just large enough to supply the trade and push sales as hard as possible. This applies whether you are handling MAZDA lamps, monkey wrenches, or mouse traps; it's a principle of modern business. How's your turnover?

Get Square with Your Conscience! Buy those Thrift Stamps!

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DO YOU GET INTO YOUR WINDOW?

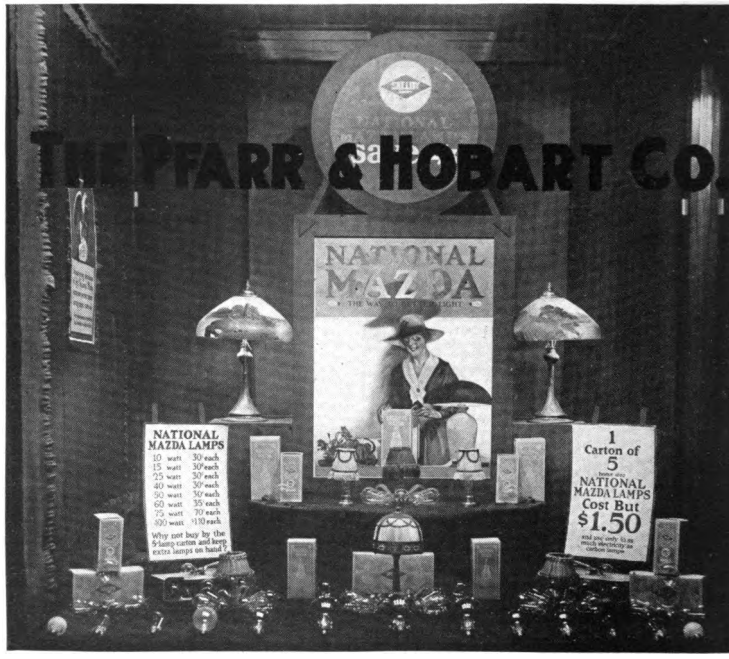
PUT YOUR PERSONALITY INTO YOUR SILENT SALESMAN

THERE'S no longer any doubt about the real selling value of good window displays. Their value is governed largely by the time and thought put into them. No matter how plentiful or how expensive the material, it will not produce results unless properly applied. The decorator must put something else besides material into the window — *he must put himself into it.*

Good windows are not necessarily expensive. The one shown below is a good example of an excellent window constructed with care and thought from the materials supplied for the March 16 NATIONAL MAZDA *Saturday Evening Post* page tie-up. By the use of a frame the colored poster reproduction of the *Post* page was made to look like an oil painting. The entire window attracts attention, but is not too decorative to lose its selling value. The builder of this display put his personality into it.

Winners of the March POST Prizes

Photographs of a number of excellent MAZDA displays were submitted in competition for the March 16 *Post* page tie-up prizes. First honors and the prize of twenty-five dollars went to Mr. H. J. Wigge, Wm. Hall Electric Co., Bryan-Marsh agents, Dayton, O. Second honors and two War-Savings Stamps, worth $5.00 each, were won by the Hydro-Electric Light and Power Co., Fostoria agents, Connersville, Ind. Two contestants were tied for third honors and each received a $5.00 War Savings Stamp. They were Mr. J. W. McCague, of Pfarr and Hobart, Shelby agents, Akron, O., and Mr. George T. Barker, Denver Gas and Electric Co., Bryan-Marsh distributors, Denver, Colo.



Thought and Care in Planning and Construction Made This a Winning Display

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USING THE TRADE ACCEPTANCE

By T. K. Quinn

Editor's note — Last month Mr. Quinn gave us a general review of the Trade Acceptance. Here is a concrete example of its application.

UNDER the prevailing open account method a merchant ships $100.00 worth of merchandise, let us say. There is an implied agreement on the part of the purchaser that he will either take advantage of a cash discount by settling within the time prescribed, or will pay at maturity, but the understanding is indefinite. The buyer may not pay at maturity — and the creditor must await the debtor's pleasure. The Trade Acceptance aims to improve the system and is not intended to help any particular class.

Where the Trade Acceptance is used the seller in the case cited would make out an Acceptance form, drawn on the buyer. It may not be advisable to send Acceptances with individual invoices. They may be sent with the monthly statement or soon after when the customer has had an opportunity to verify the account. A known discounter need not be asked to sign an Acceptance; and it may not be necessary in the case of a customer who regularly pays in 30 days. Where the amount is too small the Trade Acceptance should probably not be used. All these things are optional with the seller. The seller will attach the Trade Acceptance form, duly filled out for the amount due and send it to the customer with the monthly statement, or any one or group of invoices. Upon receipt the buyer has the option of paying the bill, deducting such cash premium or discount as may be allowed, or "accepting" the Trade Acceptance by writing his name across its face in the space provided and indicating where it is to be payable, then signing it and returning it to the seller, thus closing the transaction.

The seller will then either keep the Acceptance until a short time before it is due, when he will forward it for collection through his bank to the bank designated in the Acceptance, or if he finds himself in need of funds he may, instead of borrowing from his bank on his single-name promissory note, prefer to take a number of Trade Acceptances and discount them with his banker or sell them in the open market through brokers or dealers in commercial paper, thus converting into available *live* assets the dead capital which under the open account method is tied up in the form of open accounts receivable.

In practice, here is the way it works with the customer who does business on the Trade Acceptance basis. He receives the statement and the Trade Acceptance. He signs it and it is out of the way and off his mind. He simply keeps tab on his bank balance and sees that there is cash enough in his account to pay when it comes due, for the Trade Acceptance is payable at the bank on demand. But it is simple. Instead of a long list of accounts payable he has just a record of acceptances to watch. No statements are coming in; no dunning letters; no worry about overdue accounts.

One of the most prominent features of Trade Acceptances is their simplicity. The idea that there is anything complicated about their use is all wrong. They solve the accounts payable and accounts receivable problem in a clean, simple, satisfactory way.

"THE CHUMS AT DAYLIGHT CORNER"

THE Merchants Heat & Light Co., Indianapolis, is devoting its advertising space in the newspapers to the sale of Thrift Stamps, featuring "The Chums at the Daylight Corner, Mr. Patriot and Mr. Alright" in a series of patriotic bulletins signed by Mr. H. H. Harrison, president of the Merchants Company. Each bulletin presents Thrift Stamps and War-Savings Stamps from a new angle. "Daylight Corner," Washington and Meridian Sts., is the location of the company's offices. A public service organization is truly rendering a valuable service to the public and to itself by the pursuit of this public-spirited policy.

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MAZDA NUMBERS SAVE TIME IN ORDERING LAMPS

MANY distributors are finding the new system of MAZDA numbers extremely convenient. It is so much easier, for instance, to designate a lamp as "MAZDA 63" than to write out "Rear and Meter Lamp, 6-8 volts, .42 amperes, G-6 bulb, single contact base," that consumers and distributors alike are beginning to use these MAZDA numbers as the customary method of lamp description.

The fact that these MAZDA numbers have been agreed upon by all manufacturers of MAZDA miniature lamps and are included in all automobile and flashlight price lists and are exclusively used in the latest guides showing proper lamps for various makes of cars, makes it easy for either the consumer or distributor to locate the proper MAZDA number of any lamp desired.

The distributor of MAZDA miniature lamps may find it of some help in looking up the ratings of a lamp when only the MAZDA number is known, or, vice versa, to understand the basis of the numbering system, which is, briefly:

Numbers MAZDA 1 to MAZDA 59, inclusive, represent regular MAZDA lamps of smaller bulb size than G-6.

Numbers MAZDA 61 to MAZDA 79, inclusive, represent regular MAZDA lamps of G-6 bulb.

Numbers MAZDA 80 to MAZDA 99, inclusive, represent regular MAZDA lamps of G-8 bulb.

Numbers MAZDA 101 to MAZDA 106, inclusive, represent regular MAZDA lamps of G-10 bulb.

Numbers MAZDA 121 to MAZDA 146 represent G-12 bulb lamps, and numbers MAZDA 165 to MAZDA 180 represent G-16½ bulbs.

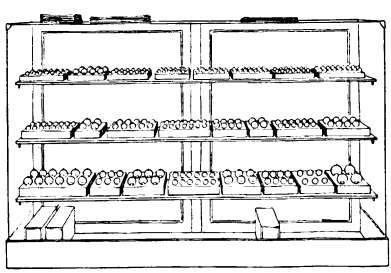
Thus for automobile lamps the first or first two units of the MAZDA number give an indication of bulb size. However, it must be remembered that G-12 bulbs may be indicated by a MAZDA number the first two units of which are 12, 13 or 14; likewise, a G-16½ bulb lamp is represented by a number 165 or higher.

Further, for automobile lamps, odd MAZDA numbers indicate single contact bases, while even numbers represent double contact base lamps. For flashlight lamps there is no information to be gained simply by analysis of MAZDA numbers. There are comparatively few different types of regular MAZDA flashlight lamps, however, and at present they are all represented between the MAZDA numbers 1 and 35.

It is especially advisable in ordering to give the number of a lamp as "MAZDA-166" or whatever the number may be, always including the word MAZDA to avoid possibility of carbon or lamps other than MAZDA being supplied.

A LOGICAL ARRANGEMENT AND DISPLAY OF LAMP STOCK

NOW more than ever before, time is money. It behooves the live merchant to arrange his goods so that he can instantly lay hands on any article in his stock — it conserves his time and that of his trade. There are so many different types of MAZDA miniature lamps that the distributor should give special attention to the arrangement of his stock of these lamps. Mr. G. Lester Betron, lamp specialist for the Prior & Sallada Co., Williamsport, Pa. distributors of Fostoria MAZDAS, has given much thought to this point and has worked out an excellent system which he generously offers for the consideration of other miniature lamp distributors.



A Convenient Miniature Lamp Display

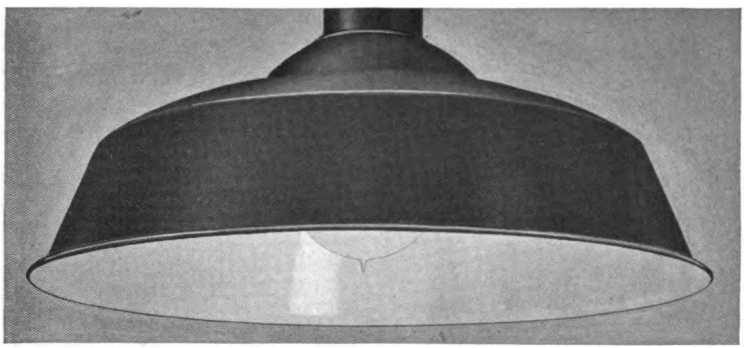
Mr. Betron commandeered a

(Continued on page 14)

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WHAT'S NEW in the Lighting World

LOOK AT THIS AND BE SURE TO READ PAGES 2, 8 AND 9



This is the new "Reflector and Lamp Manufacturers' Standard" Industrial Lighting Dome. It is made in sizes to Accommodate any Regular MAZDA C Lamp From 75 Watts to 1000 Watts, Inclusive

A MAZDA MOTION PICTURE LAMP BULLETIN

BULLETIN 33, by our Engineering Department, is a discussion of the development, operating characteristics, and proper use with auxiliary equipment of the 20-ampere, 28-30 volt MAZDA C lamp for motion picture projection. Sketches and diagrams are freely used to explain essential points. The information presented in Bulletin 33 was obtained by a thorough test of the MAZDA C lamp for motion picture projection in actual service with equipment designed to replace arc lamp equipment or adapt it to accommodate the MAZDA lamp. All who have prospects of selling MAZDA equipment for motion picture projection should read this bulletin. If you do not have a copy ask for one on the post card.

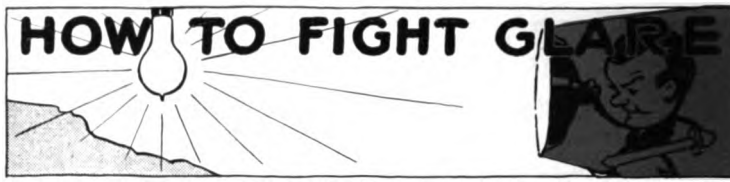
A COUNTRY HOME LIGHTING BULLETIN

OUR Engineering Department has recently issued Bulletin No. 34, "Country Home Lighting," a 20-page booklet in which is presented a general discussion of the generating plant and wiring required for satisfactory service. The bulletin is simply written; technical phraseology and lengthy discussion are avoided. Suggestions are given for the selection of wire sizes, the location of outlets, the lighting of the house and other buildings. Photographs of actual installations and various types of lamps are shown. The bulletin is well worth the attention of everyone interested in the lighting of homes located away from areas having electric service. If you do not have a copy of Bulletin 34, ask for one; use the post card.

CENTRAL STATION MAN ON MERCHANDISING POLICY

THE April number of that up-to-the-minute electrical journal *Electrical Merchandising* contained an article by Mr. E. R. Davenport, sales manager of the Narragansett Electric Lighting Company, Providence, R. I., which all *Stimulator* readers should read. The article "How the Central Station Will Profit from a Merchandising Policy on Lamps," discusses the baneful effects of the "free-renewal" plan on the lighting company, customer and the retailer, much as recently presented by Mr. Davenport before the Electrical Contractor Dealers of Boston. If you haven't read this article get out your April *Merchandising* now and turn to page 196.

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GLARE and Gloom are the twin enemies of good industrial lighting. It will pay the lighting salesman to map out a well-defined line of attack upon each of these evils. Wherever you succeed in routing out both glare and gloom from a factory, there you will have a well-lighted plant and a satisfied customer.

In fighting *glare*, you ask yourself, "Will this installation bring such brilliant points or patches of light within the users' ranges of vision as to produce a dazzling or blinding effect?" In fighting *gloom*, you ask, "Will the installation give them *plenty* of light?"

It is practically impossible to put in an installation that gives too much light, PROVIDING that the light is so distributed as to eliminate glare. Glare, therefore, should be given first consideration in planning the lighting layout, before worrying about the sizes of lamps to be sold.

As explained on page 2, the "R L M STANDARD" porcelain-enamelled anti-glare factory-lighting reflector for overhead lighting will within the next two months be put upon the market in large quantities by the big steel-reflector manufacturers. These reflectors will all be of the same shape, specially designed to minimize glare by shielding the lamp filament. A further advantage in this direction can be gained by the use of bowl-frosted lamps. Clear lamps can, however, be used without glare trouble, providing they can be mounted very *high* above the workmen's range of vision.

In extreme cases, such as low-ceilinged machine shops, you will have to resort to the deadliest weapon that has yet been developed for fighting glare, namely, the Reflecto-Cap Diffuser, which has a polished metal cap fitting over the lower part of the MAZDA C lamp bulb.

Remember — no lighting installation can be correct or satisfactory until glare has been counteracted.

How to Get Yo

The present month is none too early to start laying down a barrage on your industrial lighting prospects. Summer is the ideal time for making wiring changes, for the lights are not in use so much in summer as they will be when the clocks are set back, and the days shorten. So proceed at once to:

(1) Get your prospect list. Start a card-file giving all pertinent facts about those who are responsible for factory lighting in your territory. Tap every possible source of information — directories, credit registers, etc.

(2) Write to your lamp people for such assortments of industrial lighting literature as you will be able to distribute efficiently in your campaign. Write to the Illuminating Engineering Society, (N. Y.) for its Factory Lighting Code. If you live in New Jersey, Pennsylvania, Wisconsin or Ohio, write to the State authorities for the State Code of Factory Lighting.

(3) Start to get better acquainted with your *biggest* prospects.

(4) In July (note it on your calendar now), order supply of the porcelain-



TO make General Von Gloom beat a hasty retreat, the obvious tactics consist in installing an abundance of artificial light. No matter how much your MAZDA C illumination measures, it is not likely to be more than a fraction of the light that the sun pours into the same room at certain hours of the day.

These tactics, however, are more easily advised than executed. First you must convince the prospect that he *needs* more light. How?

Let us suppose you have used up all of your "shock troops" in trying to persuade the mill owner that more light will pay for itself in quicker and better work on the part of his employees, less danger of accidents, etc. You then call up your reserves. What are they?

(1) State laws and codes governing the lighting of factories. Also, the Factory Lighting Code of the Illuminating Engineering Society, New York, of which you should have a copy.

(2) The Foot-Candle Meter (sometimes nicknamed the "illumination indicator"). This is a compact little instrument with which you can instantly *prove* to the prospect whether he is getting ½, 1, 2 or 3 foot-candles of light, and is accompanied by a table showing the degree of illumination recommended for various industries. Send $25.00 to your lamp people, or to the *Stimulator*, and one of these instruments will be shipped to you, with full directions. Only a few are now available.

If these "reserves" do not succeed in convincing the proprietor of a gloomy factory that he needs your services, then you may rest in the fact that you have weakened him by your first attack, and will probably occupy his trenches in a later campaign. Leave him for the present, and tackle some more progressive manufacturer.

Barrage Started

enamelled "R L M STANDARD" industrial lighting reflectors for MAZDA C lamps, so as to get them in time to fill your September demand.

(5) Do not allow your stock of NATIONAL MAZDA C lamps to run low. Keep a well-balanced stock of the various sizes, from 75 watts up to 500 watts or larger. We have enormously increased our capacity for making these lamps.

Lieutenant S. G. Hibben, in the March issue of "Blast Furnace," says: "The steel industry alone, even before the war, employed more people than live in Nevada, Wyoming, Arizona and New Mexico, and had a greater invested capital than all the natural wealth of Switzerland. So. . . . if through good lighting we increase quantity or quality of output by the smallest fraction of a per cent, we have done much towards real war economy."

Remember, we are backing you to the last ditch in your fight on Glare and Gloom — five full pages on industrial lighting in *The Saturday Evening Post* this year testify to the sincerity of our purpose. Forward, then, by companies!

EXCHANGE

MAZDA MERCHANDISING IDEAS/

RECENTLY a flock of letters has come telling us that a merchant selling MAZDA lamps should make his place of business a practical example of good lighting. There is good logic in practicing what you preach, but Mr. Edward P. Liston, Chief Salesman for the Public Service Company, G. I. Division distributors, Evanston, Ill., points out that this virtue is also a great aid toward increasing the total wattage of lamps sold. A fair knowledge of lighting, and a good example of it in



your shop helps lamp sales. Prove it to yourself!

How's This for Improvement?

In Williamsport, Pa., where Mr. G. Lester Betron sells MAZDA lamps for the Prior and Sallada Co., Inc., Fostoria agents, there is a large storage building and an adjoining office which are now adequately lighted. The warehouse formerly had four 40-watt lamps without reflectors; now, after being rewired, there are five 200-watt MAZDA C lamps in steel reflectors in the warehouse and four 100-watt MAZDA C similarly equipped lighting the loading platform — a rather neat increase in wattage and light.

The office has 75-watt MAZDA C lamps, instead of the 40-watt size, for general lighting, with individual desk lamps of smaller wattage. "The new lighting has been heartily approved by all concerned," says Mr. Betron, who also knows that customers are always better pleased with plenty of light from lamps of the correct voltage.

Sell the Customer What He Needs

Lamp merchandising is a different proposition in towns having only d. c. service, says Mr. C. G. Keim, of R. S. Davidson Co., Packard agent, Killdeer, N. D. It's the variations in voltage along the line that make the difference. That's why MAZDA merchants should know voltage conditions at various points and be prepared to advise customers and supply those in outlying districts with lamps of a voltage lower than used near the central station.

When a customer asks for lamps find out where they are to be used and then carefully suggest the correct size, if, in your opinion he is not providing himself with sufficient light, says Mr. Keim. People are usually inclined to skimp their lighting and a word about the necessity for plenty of light often helps increase the quantity as well as the wattage of lamps sold. Also, never ask, "How many?" Hand over a carton — and more than likely you'll sell a carton, even if the customer intended buying only two or three. There's some selling psychology in that!

In St. Paul, Minn., people who purchase Sterling MAZDAS are sure to get lamps of the proper voltage, according to Mr. F. N. Calvin, manager of the St. Paul Sterling Office. Mr. Calvin says the best way to avoid trouble originating from wrong voltages is to know what the correct voltages in various districts are. Mr. Calvin has personally made tests with a portable voltmeter and agents whose business he handles co-operate with



him. Do you know the circuit voltage in your neighborhood?

Now the Restaurant is Bright

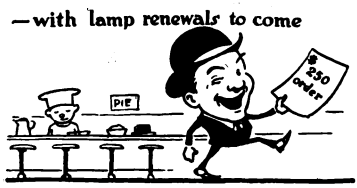
"For several days I went to a certain cafeteria for two purposes, to sell a lighting installation and to get my lunch," says Mr. Ernest Dahlheim, Minot Electric Co., Sunbeam agents, Minot, N. D. Mr. Dahlheim saw a cafeteria with 4

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lighting units, each using fifteen 15-watt lamps. That's not enough wattage for a place of this size, thought he. Also, a cafeteria should be a bright spot on the street!

So he made himself a customer and then expressed his views about the lighting to the proprietor, also pointing out that units with fewer lamps of larger wattage would lessen the trouble of renewing burn-outs. The proprietor saw the point and Mr. Dahlheim continued to be his customer. Some photographs of well-lighted restaurants and a sample fixture helped land the order. The four cluster units were replaced by five 400-watt MAZDA C units and two 300-watt MAZDA C units.

The rewiring, fixtures and lamps made a $250 order, with lamp renewals to come. Was this job worth



the persistence it required? We'll leave it to you.

Light Man a Benefactor

Mr. Chas. J. Schaefer, Garrett, Miller & Co., Wilmington, Del., very justly says, "I feel that in providing them the advantage of lamps of higher wattage and of the proper voltage, I have not only made a good customer, but have proved a friend to the employees of the plant, because they now have the proper light by which to work." Mr. Schaefer made the above statement after relating the details of a foundry and machine shop lighting installation which involved the replacing of carbon lamps and arc lamps with 50-watt MAZDA B and 100-watt, 300-watt and 500-watt American MAZDA C lamps. The number of units was increased by 50.

Mr. Schaefer's view of this job as a benefit to the employees contains a good sales suggestion to use when after industrial lighting installations.

"The best way to increase the quantity of lamps sold is to advertise," says Mr. Wm. Stagman, of the Stagman Hardware Co., Peerless agents, Norwood, O. Mr. Stagman explains that experience has proved that the way to boost MAZDA sales is to take advantage of the helps provided by your lamp Division. Folders distributed over the counter and by mail, MAZDA window displays, newspaper advertising for which cuts are supplied, MAZDA slides in the movie theatres, and good lighting advice to customers all help increase lamp sales.

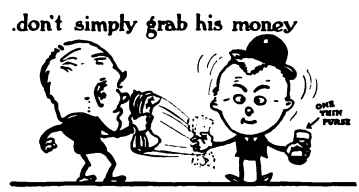
"The first two months I used MAZDA slides in the movies my lamp sales increased 50 per cent," says Mr. Stagman Are there any movie theatres in your city? You can get slides free.

Steady Customers Pay Best

A satisfied customer is a steady customer, according to Mr. Henry Espen, of the R. M. Laird Electric Co., Bryan-Marsh distributors, Minneapolis. Mr. Espen pays particular attention to lamp voltages, knowing that when a customer complains of dim lamps he should be using lamps of a lower voltage. In cases of this kind voltage tests are made and recorded, and customers thus sold MAZDAS that will shine with full brilliance. Are your customers satisfied?

Get Close to the Customer

Let the customer know you are interested in the lighting in his store, factory or home, as the case may be, if you want to sell more lamps; don't simply grab his money and let it go



at that, says Mr. E. E. Tawney, Sterling Division salesman. Mr. Tawney has watched the progress of many MAZDA merchants and tells us that those who study their prospects' lighting needs and help them plan good lighting are the ones who sell the most lamps. Sounds reasonable; try it.

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ALL FOR VICTORY!
THE SPIRIT OF OUR FOREFATHERS GUIDES US TODAY
WSS
NATIONAL MAZDA
THE WAY TO BETTER LIGHT
PLACARD
PLACARD

Let Your Window Stir Patriotism As Well As Sell



Think of the "Victory Value" of everything you do! Providing good light with

(Brand of lamp here)

MAZDA lamps is a wise move. Preserve your eyes, also your pocket-book. Order personally or by 'phone; our number is ------

(Your name and address here)

4-inch, 1-column Newspaper Ad Plate No. 66001
(Use the Enclosed Post Card)

NOT only on the Fourth of July, but all through this summer as perhaps in no other summer since 1776, patriotism will take first place in the thoughts and feelings of the American people. The "Patriotic Window" here offered you is one that cannot fail to attract attention.

Your shop windows should be used to help you sell goods. You are not getting full value from them unless you are using them as aids to merchandising. Windows can be made entirely decorative — without selling value — or so completely "selling" as to repel rather than attract. A balance between attraction value and selling value is the desired goal in window dressing.

The Patriotic Window Trim offers a happy combination of decorative and selling appeal. Use your window during July to commemorate the month of our Nation's birth and to sell NATIONAL MAZDAS. Use the enclosed post card to send for the trim, and the newspaper ad plate and movie slide that tie up with it. Be prompt!

A Thrift Card Full of Stamps Free for Someone

A Thrift Card full of stamps, or a War Savings Stamp, is offered for the photograph of the best NATIONAL MAZDA Patriotic Window Trim made with the materials offered in this *Stimulator*, and anything else you may wish to use. Four Thrift Stamps ($1.00) will be awarded for each 8″ x 10″ photograph entered in this contest not winning the prize. All photographs are to be made at the contestants' expense and should be submitted before July 30, 1918.

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FARM IT ELECTRICALLY

HELP SPREAD THE DOCTRINE THAT MEANS GREATER FARM OUTPUT, MORE CONTENTED FARMERS, AND A SHORTER WAR

WITH America now well into her second year of the war and with ever-increasing forces of men joining the millions who are already in the fight, the shortage of farm labor becomes constantly more pronounced. As a consequence, labor-saving devices are in greater demand than ever before, and are worth much more in actual dollars-and-cents value to the farmer than they were last year. That is why you should find it worth while to go after the country-home electrical-plant business more strongly than ever. Prospects who turned you down last summer will now be ready to talk business, for they know how the cost of man-power on the farm is going up.

"Food will win the war." But the food supply today is dependent on up-to-date farm machinery, and we may therefore say "Machinery will win the war." America, which has given to the world the harvesting machine, the tractor, and the country-home electric plant, has never conceded superiority to any other nation in farming by machinery. By familiarizing every farmer in your territory with the simplicity, smoothness and flexibility of electric drive for the many farm operations to which it is adapted, and convincing them of the greater safety, utility and satisfactoriness of electric light, you are helping America hold her place as a leader among the nations.

One might as well expect a band of archers and boomerang-throwers to conquer a crack Yankee regiment, as to attempt a farming battle without realizing that we are now in the electric age. Let us aim to bring electric power and MAZDA lamplight to every farm worthy of the name.

Our new Engineering Department Bulletin No. 34, "Country Home Lighting," is at your disposal. Have you a supply of these Bulletins? See page 7.

Summer is the "open season" for country-home lighting sales. Never will your efforts along this line add a greater punch to the nation's fighting effectiveness than now.

A Logical Arrangement and Display of Lamp Stock—*(Continued from page 6)*

three-shelf glass show case up in the front part of the store. He then made 150 cardboard trays with holes punched in the bottom of each to hold five large-bulb lamps, such as headlights, or ten smaller lamps such as G-6 bulbs or flashlight lamps. Each shelf accommodates 50 of these trays. Each tray is lettered on the end with the MAZDA number, rating and price of the lamp it contains.

On top of the show case are auto lamp guides and miniature lamp price lists, so it is no trick at all to find the MAZDA number of any lamp desired and to select instantly the tray containing these lamps. Reserve stock is kept in cartons, each marked with its MAZDA number; once a day the trays are refilled from the reserve stock.

Not only does this system provide a short cut in supplying the customer with any lamp wanted, but it also provides a permanent, impressive lamp display and an easy way of checking stock for the monthly inventory.

The white cardboard trays (similar to box covers) cost about three cents each and a punch such as saddlers use will cut the holes. Black letters and numerals pasted on the trays for identification may be purchased at small cost.

Mr. Betron says his system is so effective that many car owners now know the MAZDA numbers of lamps they want, or pick them out from the guide while they are waiting. This, of course, saves still more time for the lamp merchant.

Here is effective lamp merchandising tried and proved. Can you not use it in your own store?

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FRANK VAN GILLUWE, Sunbeam Booster, Richmond, Va., imprints his own lamp literature. He uses a special rubber stamp and changes the message frequently. It's a practical plan for anyone having much over-the-counter literature to distribute.

M. Luckiesh, of Nela Research Laboratory, addressed the Rochester, New York, Engineering Society on April 12th. His subject was, "The Potentiality of Lighting." During the previous week Mr. Luckiesh addressed the Philadelphia Section of the Illuminating Engineering Society on the subject, "Aesthetics of Street Lighting."

The personnel of the Buckeye Division sales force has recently undergone several changes. T. D. Scarff, for several years Cleveland city salesman, became manager of the Pittsburgh office on May 1, succeeding H. T. Gates who is now distributor for Delco Lighting Plants in Pittsburgh territory. E. S. Bolton, an experienced MAZDA man formerly in the jobbing field is looking after Buckeye interests in Cleveland territory. Charles Doty and Miss Rhoda Wagner, also of the Buckeye Division, were married on April 26. Since then Charlie has answered his country's call and is preparing to trim the kaiser. Good luck to the Doty family and may Charlie bring back Bill's pelt.

The National Lamp Works Service Flag flying at Nela Park now shows 260 National people in our country's service. The number is increasing daily.

IVANHOE



GLOOM AND GLARE
Are The Twin Enemies of
GOOD ILLUMINATION

IF you analyze poor lighting you will find that either glare or gloom is responsible. There is either too little light, or light imperfectly diffused. The Ivanhoe Reflecto-Cap Diffuser banishes both gloom and glare, and produces illumination splendidly adapted for exacting work in industrial plants. Bulletin No. 261 explains how; ask for it.

IVANHOE - REGENT WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO
Manufacturers of Ivanhoe Metal Reflectors and
Regent Illuminating Glassware

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YOU CAN'T LOSE WITH THESE CARDS

UNCLE SAM says SO!



THEY'RE Thrift Cards; each filled with Thrift Stamps, and exchangeable for a five-dollar War-Savings Stamp. No doubt, as a patriot, you have accumulated some of them. You invested money in them. Wouldn't you like to have us invest in a couple more of them for you without any more cost to you than the postage stamp or two to convey to us your ideas on certain subjects? Of course you would! When you win the filled Thrift Cards you also have full membership in the Light Brigade, (Order of V-W-Q) conferred upon you.

It's this way: Send the *Stimulator* an original, practical MAZDA merchandising idea on any one of the following subjects.

(*V*) Why it is good business to sell only lamps of the proper voltage.

(*W*) How to induce customers to use lamps of the higher wattages in preference to lower wattages.

(*Q*) How to increase the quantity of lamps sold.

Publication in the *Stimulator* of your ideas on any one of these subjects assures your election to the Light Brigade and secures for you the First Degree emblem, a gold-filled watch fob. The second idea published secures the Second Degree emblem, a sterling silver pen knife. When you have covered all three points you attain full membership and an award of two cards of Thrift Stamps (exchangeable for a gold medal after the war) and a bronze medal denoting Third Degree membership.

This opportunity is open to all *Stimulator* readers. Can you afford to pass it up?

This month degrees are awarded to the following:

First Degree: Messrs. Henry Espen, C. G. Keim, C. J. Schaefer, Wm. Stagman.

Second Degree: Messrs. F. N. Calvin, Ernest Dahlheim, E. P. Liston.

Third Degree: Mr. E. E. Tawney.

NATIONAL MAZDA STIMULATOR

NELA PARK CLEVELAND

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The Stimulator

August 1918

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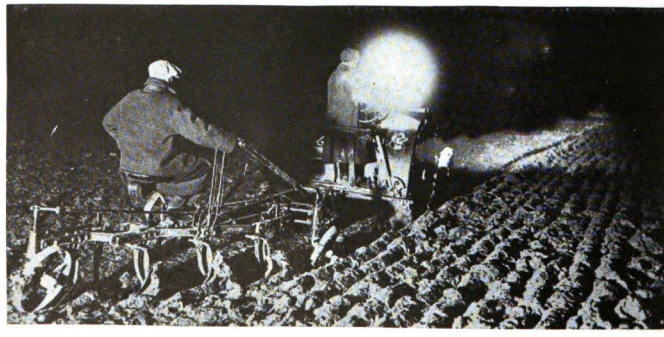
Two Selling Opportunities

THIS *Stimulator* brings you the latest aspects of two great opportunities for merchandising Better Light. The first of these, treated on pages 4, 5 and 18, is the field for MAZDA C-2 lamp sales. The second opportunity (pages 3, 7, 9, 11 and 12) consists of Country-Home Lighting. After reading the entire issue, you will, we are sure, feel a new enthusiasm as you go out and tackle these opportunities, particularly since, as the editor of *Western Farm Life* (Denver) writes, "Electricity on the farm has become a necessity in view of wartime pressure for efficiency. The cut in time, which can be effected by the farm electric plant, not only saves the farmer money but aids crop production in the national emergency."

Just as electric lighting in the city has caused lamps to be developed for many special purposes (as witness the MAZDA C-2 lamp), so electric light in the country is rapidly being adapted to interesting special uses. Perhaps the most noteworthy of these is the operation of tractors at night (see illustration, copyright by Underwood & Underwood, showing night tractor plowing in England). Mr. B. J. Fitzner, of the Vesta Accumulator Co., Federal lamp agents, writes, "It will interest *Stimulator* readers to know that tractors in this country are now being equipped with two searchlights, each containing a 6-volt MAZDA C lamp. Those who already have tractors without electric light are also buying the outfits."

Another special application, from Mr. E. O. Malott, of our Engineering Department: "Flood lighting can advantageously be employed for harvesting and threshing at night. Take this up with your country-home-lighting customers. 30-volt lamps with proper projectors will economically illuminate a wide outdoor area."

Fall is not yet here, but in speaking of country-home-lighting opportunities we may use the Scriptural figure of speech: "The fields are already white unto the harvest." Prime yourself with the necessary information and enthusiasm, *Stimulator* folks, and then go forth and reap!



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National Mazda Stimulator

A Publication with a Purpose ~ To Promote Your Lighting Profits and to Cement Our Friendliness ~ Co-operation, Progress, Quality!

Distributed from Nela Park, Cleveland, Edited by its own readers and by its Correspondents in the Divisions of the National Lamp Works of General Electric Company. Price, One Dollar per Year. Gratis to our Distributors

VOLUME VI AUGUST 1918 NUMBER 10



A FARM EXPERT'S TESTIMONY

SOUTHERN AGRICULTURIST

Nashville, Tenn.
June 8, 1918.

NATIONAL MAZDA STIMULATOR,
Nela Park, Cleveland.
Gentlemen:—

There is no longer any question as to the practicability of electric lighting for farm homes, and certainly there can be no question as to its desirability. We have heard from a number of farmers who have installed electric lighting systems of one kind or another, and *have yet to hear from one who is not pleased with the investment.*

Farmers now, as is generally known, have more money than ever before. It is my opinion that even after the war shall have ended they are going to continue to make much more money than formerly as compared with that made by men in other lines of business. In a word, the farmer is coming into his own, and is going to receive a return for his time and ability comparable to that received by other men doing work of equal importance. This means that his standard of living will be decidedly raised, and that many conveniences hitherto regarded as out of his reach, or as available for only a small number of farmers, will come into general use. Electricity for lighting and power on the farm is one of these things. I confidently expect the number of farm homes so equipped to reach into the millions within the next two decades.

Even now, the number of farmers who should have and could have the use of electricity on their farms is larger than most people even dream. The only reason more of them do not have it, is that they have not yet fully realized what it would be worth to them.

Very truly yours,

(Signed) E. E. MILLER,
Editor.

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HAVE YOU TRIED

AN actual incident; it happened in Cleveland. Two MAZDA salesmen were discussing business. Presently MAZDA C-2 lamps became the subject. "My agents report considerable success with C-2's and they're enthusiastic about pushing them," said Jim. "I've talked MAZDA C-2 to a lot of my agents and customers but few show much interest," replied John. "I wonder how it happens that my people don't take hold of this opportunity."

"You're not the only one wondering along the same lines, but I'll risk a few shekels that I know the explanation." "What?" "Well, you'll



admit if they knew the opportunities in selling MAZDA C-2's and knew how to sell them, there would be more interest in pushing them. I've found that agents who don't or can't sell MAZDA C-2 lamps usually aren't themselves 'sold' on them and don't really know the goods well enough to sell them to someone else. To test my claim let's stop at the first electric shop we can reach from here and ask for MAZDA C-2's." "You said something, Jim; I'll take you up on that."

Jim proved his statement, and John got a new idea of what he had previously given little consideration as a profit-making opportunity.

Though this recital is founded on fact, let it be understood by *Stimulator* readers that it is not intended to imply that the "Johns" far outnumber the "Jims" among MAZDA merchants. Too many satisfactory MAZDA C-2 installations have been reported for this sort of conclusion. It is the success of earnest MAZDA C-2 selling efforts that prompts the urge that those who have not tried, wake up to the situation and get hold of the opportunity. Selling MAZDA C-2 lamps is largely a matter of letting the customer know just what the qualities of these lamps are and what the advantages of their use are, say the successful merchants.

What to Know About MAZDA C-2

By learning and bearing in mind the essential points of difference between MAZDA C-2 lamps and other MAZDA lamps, MAZDA C-2 sales aren't at all difficult, as many MAZDA merchants testify. The MAZDA C-2 lamp is essentially a MAZDA C lamp with a bulb of special glass which filters or absorbs parts of some of the light rays coming from the filament, so that the light passing through is of the same color quality as average daylight. By average daylight is meant an average of the light qualities obtained at different points of the earth at different times throughout the working portion of the day under normal weather.

MAZDA C-2 lamps are not a specialty — they're a regular product with a real field and a definite demand. Don't sell them as lamps for *exact color matching;* they are not intended for that purpose. Special units sold by Nela Specialties Division are recommended for the most exacting color matching work, but wherever the extension of daylight hours is necessary and desirable, as in inspection departments of industrial plants, display rooms and windows, wherever observation of fine detail is necessary in manufacturing processes, MAZDA C-2 light is recommended.

Another point to remember is that in replacing MAZDA B or MAZDA C lighting with MAZDA C-2 lighting, additional wattage is necessary for the same light intensity. About 25 per cent more wattage should be allowed when replacing MAZDA B lighting and about 50 per cent more when replacing MAZDA C lighting.

A Successful Effort

Robert G. Altona, electrical contractor, Bryan - Marsh merchant,

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THE MAZDA C-2 MARKET?

Galena, Ill., says, "Every MAZDA customer is asked whether he has tried MAZDA C-2 lamps and is given a MAZDA C-2 demonstration by means of two semi-indirect lighting units, one equipped with a MAZDA C lamp, the other with a MAZDA C-2 lamp. I explain the difference in the quality of light emitted by the two units, recommending MAZDA C-2 light for reading, sewing and other uses involving close vision. This demonstration rarely fails to make a sale.

"I use a 75-watt MAZDA C-2 lamp in a good reflector for small motor repairing and never have tired eyes. I have recommended and demonstrated this light to jewelers, cigar makers and dentists and have made a goodly number of friends and customers."

Even under unusually exacting conditions MAZDA C-2 lamps have proved most satisfactory for display window lighting in Richmond, Va., according to Frank van Gilluwe, Sunbeam MAZDA specialist. "The downtown lighting circuit is supplied at 235 to 250 volts. However, two 120-volt MAZDA C-2 lamps burned in series work well, taking care to have lamps of the same age in series to insure satisfactory performance," says Mr. van Gilluwe. "We instruct the customer always to put in *two* new lamps when replacing a burnout,—never to burn a new lamp in series with an old one."

They're Liked in Banks

Two other Sunbeam Specialists, Messrs. C. L. Wells, Kansas City, and E. H. Beyersdorfer, Cincinnati, report large MAZDA C-2 installations in banks. Officials of the Central National Bank, Topeka, Kan., are highly pleased with the complete installation of MAZDA C-2 lamps sold by Sunbeam agents, the Topeka Electric Co., of which Mr. H. S. Lee is president. The color of the light gives the bank an atmosphere pleasing to the customers. In Cincinnati, the banking room of the U. S. Federal Reserve Bank is lighted with thirty-six 150-watt MAZDA C-2 lamps. "This bank is a good booster for MAZDA C-2 lighting and the officials would not have any other lamps in the fixtures," says Mr. Beyersdorfer.

An incident reported by Mr. J. A. Geddes, Columbia Division salesman, Philadelphia, indicates the satisfaction with which MAZDA C-2 lighting is regarded where the color quality of light is important. "When I placed a 100-watt MAZDA C-2 lamp over the disc used for eye testing at the Hall Optical Co., the manager said, 'That lamp is exactly what we require,' and gave me an order for lighting the entire store and windows."

Shrewd Merchants Like Them

The "House of Fashion," a women's apparel shop, Sayre, Pa., of which Mr. H. A. Kaufman is manager,



is lighted throughout with Colonial MAZDA C-2 lamps which could positively not be taken out. "The store considers the excellence of the illumination a fine bit of advertising obtained at a minimum of cost," says J. K. Roberts, Colonial representative. In Peoria, Ill., Mr. F. M. DeKroyft, Packard agent, reports an installation of twenty-four 100-watt MAZDA C-2 lamps in the preceptory of the Peoria Masonic Temple. This installation is described as "satisfactory in every way; the daylight effect is very adaptable to transparent scenery in all daylight work."

In Stern Brothers' shop, New York City, internationally famous as exclusive dealers in women's wear, 2500 MAZDA C-2 lamps of 100, 150

(Continued on page six)

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COME, JOIN THIS GOAT HUNT



WE'RE organizing a posse to hunt the fellow who is keeping our carbon and Gem lamp sales up at such high figures. The object of the hunt, after finding the man, is to capture his goat. Won't you join us?

National carbon and Gem lamp sales, combined, decreased slightly in 1917 from 1916, and in 1918 to date there has been a further slight decrease. But the drop is not at all rapid enough. We still sell hundreds of thousands of dollars' worth of carbon and Gem lamps per year, whereas if the public could be properly educated to the wastefulness of such lamps as compared with MAZDAS, the demand would be too small to mention. Some day, no doubt, it will be.

Our "goat-hunt" will not show us the "goat," for no *one* salesman or distributor is responsible for the carbon-Gem demand. But we shall conduct the hunt and you can help us, just the same — and help yourself, too, for we know *you* like MAZDA business better than the other kind.

Here's how: Ask every man in your organization, from now on never to enter an order for wasteful carbon or Gem lamps without first making an honest effort to convert the customer to MAZDAS exclusively. The U. S. Government several years ago dropped all Gem lamps from its Standard Specifications. Help eliminate the "American crime of wastefulness," as President Wilson calls it, remembering that in this case, at least, wastefulness involves the loss of your legitimate profits.

NO PERMANENT SUCCESS WITHOUT QUALITY

MR. CHRISTIAN GIRL, who started with nothing but an idea and built up the Standard Parts Company, a business amounting to millions of dollars annually, says in a recent article in *System*, "A striving for *cheapness* at the expense of *quality* is an earmark of little business." By "little business" he means business that never *can* grow big, because it is being operated on wrong principles.

Mr. Girl's experience tallies exactly with that of the National Lamp Works, whose official motto, as you know, has for years been "*Co-operation — Progress — Quality.*" While "Quality" comes last in the slogan, it comes first in the lamp factory. The war, while it has given every lamp manufacturer new problems to solve in order to maintain quality, has in no way decreased the efforts that are continually being put upon MAZDA lamp quality at the Nela Park laboratories. The MAZDA Service of the General Electric Company's Research Laboratories, in which we participate, also exerts an ever-helpful influence upon quality.

Notwithstanding enormously increased production and man-shortage, the testing facilities are being enlarged; more lamps are being tested than ever before, and more money than ever is being used in checking up National Quality and in improving manufacturing processes.

Have You Tried the MAZDA C-2 Market?—*(Continued from page five)*

and 200-watt sizes are giving the utmost satisfaction, especially in the specialization departments such as rooms set apart for the matching of silks, mail order departments where clerks match goods sent in by out-of-town customers. "A small original installation of MAZDA C-2 lamps stood the tests of critical engineers, illumination experts and shrewd merchants, with the result that this high class establishment was one of the first to adopt MAZDA C-2 lighting," says Mr. W. H. Weeks, of New York Bryan-Marsh headquarters.

All Details About MAZDA C-2

Perhaps you have a copy of the 24-page booklet "How to Sell MAZDA C-2 Lamps." If so, get it out and review the fine points about MAZDA C-2 not related here. If you haven't a copy ask the Division which supplies your lamps for one; it's interesting reading and will help you in getting into this profitable and as yet largely uncultivated MAZDA C-2 field.

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WE'LL HELP YOU GO GET IT

THERE are advocates of all kinds of "ics," "isms," "paths," and "ors;" some treat all patients alike — for their diseases as well as their purses — but the good doctor knows that different cases require different treatment. D'y' ever stop to think that it's pretty much the same in the selling world — lamp selling, especially? It is — and quite a number of you who regularly gaze over the *Stim's* pages know it.

From here on we're talking to those who don't know it. Keep on reading if you qualify. We're talking principally about our Campaign Service which is here, free for your benefit — not yours alone, though, for we get some profit from the lamps you sell, just as you do. That's why we are anxious for you to know of our Campaign Service, designed to help you sell lamps. That means we will plan for you, whenever you want it, any kind of a Selling Campaign that you may need for boosting your lamp business. We'll make it fit your local conditions — we know we can do it — we've done it for others, successfully, very much so.

Our Campaign Service is profitable for you and for us—we wouldn't pay expert and experienced campaign managers if it didn't pay both you and us.

If you are a jobber, you may be interested to know that we have recently planned individual Industrial Lighting Campaigns very successfully for several jobbers, at their request.

Find out more about our Campaign Service by asking us directly or inquiring of the Division which supplies your lamps. There is a big Industrial Campaign coming this Fall. Maybe there is business in some other field you'd like to have. We'll help you go get it. Ask about the Campaign Service as a help. The information costs only the effort of asking — and it may mean much on the profit side of your books and ours.



SELL CURRENT-SAVING HYLO MAZDA TURN-DOWN LAMPS

WHEN talking electric lighting to your country-home-lighting customers don't forget Hylo MAZDA Turn-Down lamps, available for 28-32 volt circuits, as well as for 110-125 volt circuits. These lamps are made in two wattages, 40 and 25 watts, both registering 5 watts when burning "low." Hylo MAZDA lamps are fitted with medium screw type of Turn-Down bases and can be supplied either in pull-string or turn-bulb style. These convenient lamps, from which either full candle-power or a low light is available at the pull of a string or a turn of the bulb, should prove just as good sellers to owners of country-home-lighting outfits as they are for use on standard voltage lighting circuits.

There is a special advantage in the use of turn-down lamps on farm-lighting circuits, since the battery is not drawn upon so heavily when lights can be turned low.

Turn-down lamps are often used as all-night lights in the bathroom and hallways.

The Economical Electric Lamp Division, 25 West Broadway, New York City, manufacturers of Hylo MAZDA lamps, will upon request supply dealers who carry these lamps with advertising literature for distribution among agents and prospects. Orders for Hylo MAZDA lamps should be sent to the manufacturer or to any electrical supply jobbers. Write to the Economical Division for lamp prices.



Low Volt Hylo Lamp

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A New Field for Auto Lamps

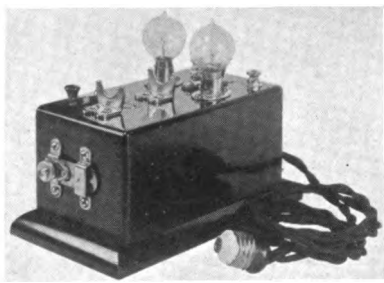
A LETTER from Manager W. J. Ball, of the Tri-City Electric Co., Moline, Ill., discovers a field for auto lamps in plants manufacturing shrapnel shells. A 6-8 volt, 21 candle-power, double-contact auto lamp, (MAZDA-130) is placed in a socket fastened to one end of a fibre tube about three feet long. A guard for the lamp is made by cutting down a standard Matthews guard and fitting it to the tube and around the lamp.

The wire for carrying the "juice" is run through the tube and connected to a storage battery or to a step-down transformer connected on the high side to a regular A. C. lighting circuit. This outfit is being extensively used for inspecting shrapnel shell cases. Mr. Ball says, "Those we have made have helped boost lamp sales, which is one of our objects in life."

Right well said, we'll say.

A Handy Testing Device for Auto Lamp Folks

THE Combination Tester recently marketed by the Jefferson Electric Mfg. Co., of Chicago, will be found extremely convenient for testing lamps, spark plugs, coils, horns, etc. The outfit contains double and single-contact sockets in which auto lamps of any voltage may be placed and lighted for an instant before supplying to the car owner. Binding posts and a rack for a spark plug make possible the testing out of nearly all electrical equipment for cars.



Jefferson Auto Lamp Tester

The cost of the tester is from six to ten dollars, depending on whether it is to operate from a regular A. C. lighting circuit or from batteries.

There is also available a tester especially for Ford equipment.

Sales Suggestions to the Small Distributor

THERE are many lamp sales hunches which will readily occur to the experienced lamp salesman or to the lamp jobber that should prove valuable to the lamp merchant whose lamp experience is less extensive. Mr. Fred Marker, booster for Federal miniature lamps, has made a practice of writing a personal letter each month to each of his distributors suggesting sales-building ideas. Augmented sales have proved that the plan pays. For instance, to the buyer of an auto or flashlight cabinet and stock of a hundred lamps, the merchandising of lamps is a brand new experience, and every good sales hunch opens to him an added avenue of profit.

If you are distributing lamps for resale, don't forget that it pays to pass along sales information.

Change in Prices of Miniature Lamps

ON July 1, an increase averaging approximately 10 per cent in the list prices of miniature lamps became effective. This increase in price was necessitated by greatly increased manufacturing costs on these types of lamps. New price lists and other advertising materials containing revised prices have been printed, and may be obtained through the house that serves you with miniature lamps.

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WHAT'S NEW in the Lighting World

WIRING CHART FOR COUNTRY-HOME LIGHTING

A HANDY pocket wiring chart, to be used as a guide for selecting wire sizes for country-home-lighting installations, has just been published by our Engineering Department. The chart is of post card size, printed on both sides, one side showing the maximum load in watts, at 28-32 volts, which can be carried by various sizes of wire from 00 to 14 at a limited voltage drop. On the reverse side are some suggestions about lighting the country home and buildings about the farm. On the envelope in which the card is carried appears technical data on MAZDA lamps for use with country-home-lighting plants. This wiring chart is something everyone contemplating the sale of country-home-lighting plants should have. Request it directly of the Engineering Department, National Lamp Works, Nela Park, or use the enclosed post card.

HAVE YOU SHOWN THE NATIONAL MAZDA FILM?

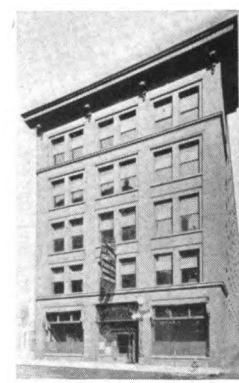
MANY enthusiastic reports are coming from agents who have exhibited the NATIONAL MAZDA film — "Making MAZDA Lamps and a Trip to Nela Park." This film is a remarkably clear and fascinating photographic portrayal of the processes involved in making NATIONAL MAZDA lamps, with some striking views of Nela Park, the home of NATIONAL MAZDA. Explanatory notes accompany the film, which requires 15 minutes for display.

Agents and customers having facilities for exhibiting it may have this interesting film by paying transportation charges both ways. Some agents have arranged for exhibitions in local moving picture theatres during regular performances; others schedule private exhibitions to invited audiences. If you can use this excellent bit of publicity, ask us for it.

ST. PAUL ELECTRIC CO. IN NEW QUARTERS

SINCE June 1, the St. Paul Electric Co., distributor for the Packard Lamp Division, has occupied its new building at 145-147 E. 5th St., St. Paul. The change in location was made necessary by the constant and steady growth of the company's business during its 19 years of service to the northwestern electric trade, during which time they have always sold National Quality lamps. The new home of this organization is a modern, 5-story building of concrete and steel construction, with 42,000 sq. ft. floor space.

The territory served by the St. Paul Electric Co. covers western Wisconsin, Minnesota, the Dakotas and Montana. The new building adds greatly to the firm's facilities for service. Mr. B. B. Downs is President, Mr. S. B. Howarth, Secretary and Treasurer, and Mr. D. S. Spector, Sales Manager.



New Home of St. Paul Electric Co.

CREATING A LAMP DEMAND

THE decorative-lamp campaign of the Lorain County Electric Co., Lorain, O., conducted by W. E. Quillin, new business manager, furnishes an example of lamp demand indirectly created. Mr. Quillin knew that the expense of silk shades prevented the sale of many decorative lamps. So he engaged a young woman with silk-shade making abilities, established her in a department of instruction in silk-shade making, put in a stock of wire frames,

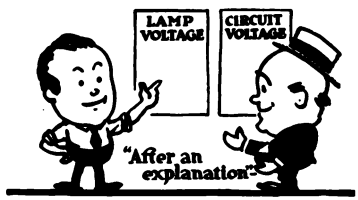
(*Continued on page 22*)

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EXCHANGE
MAZDA MERCHANDISING IDEAS

A BOY purchasing three dozen MAZDA B lamps of high wattage, attracted the attention of Mr. W. H. Siegel, salesman, Public Service Co. of Northern Illinois, Waukegan, Ill. "I immediately investigated why this type of lamp was being used and found that the user, a new factory manager, had brought to town a number of MAZDA C lamps of much higher voltage than our 110 volts and had become disgusted with them.

"After an explanation showing why lamp voltage should not be higher than the circuit voltage, I sold the manager a large order of 100 and 200-



watt G. I. MAZDA C lamps, also making him a good friend. Missionary work rarely fails to bring returns."

MAZDA C in Residences

Satisfied customers, better lighting and additional business in lamps of the larger wattages for residence lighting is the report of Mr. J. M. Fried, Packard agent, Vicksburg, Miss. Mr. Fried gets MAZDA C lamps into homes by recommending their use for semi-indirect lighting in bedrooms and libraries.

"I have a long list of satisfied customers who are users of MAZDA C lamps in semi-indirect bowls for residential lighting. In many instances this sort of lighting means additional business because it is easy to sell one or more baseboard receptacles for boudoir lamps and fans where indirect lighting is used." Do you get the idea?

Shows Them How to Use It

Mr. M. L. Hess, Danville, Ind., Light, Heat and Power Co., replaces 40 and 60-watt lamps, in homes, with 100-watt Bryan-Marsh MAZDA C lamps by demonstrating the higher wattage lamps in reading lamps or other devices requiring them. "Some customers are using 200 watts where they formerly used 60 watts.

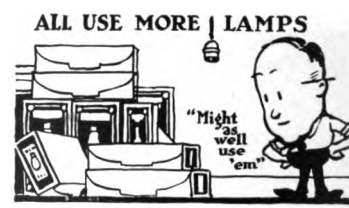
"A house-to-house canvass netted an additional connected load of 81 K-W and sold over 1800 lamps of various sizes," says Mr. Hess. A real effort gets the business!

Some Good Pickings

"Once I couldn't 'see' anything but lamp contracts of considerable size, but I've found there is a lot of good profit in the little fellows," says Mr. Peter B. Hansen, salesman for the Northern Electric Co., Bryan-Marsh agents, Minneapolis. "I have greatly increased sales by signing lamp contracts with small stores and factories for their yearly supply. After making a contract I always get an order for some lamps, very often an order for a case of assorted lamps from people who never before bought more than 5 lamps at one time.

"There are no empty sockets in stores or shops having a case of lamps handy. Though not all contract customers buy enough lamps to get the contract discount, *all use more lamps* than they would without having a supply at hand."

Mr. Hansen teaches his customers the wisdom of matching lamp voltage with circuit voltage. "I tell them that burning lamps at voltages lower than their rating is like using a 20 h. p. motor to carry a 10 h. p. load — it's inefficient. They soon see the point. A customer gains confidence in your judgment and relies on your advice after you have demonstrated that you are making an effort to



provide the best possible lighting service", is Mr. Hansen's idea — and he's right.

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Make Voltages Fit

You wouldn't try to sell a size 8 hat to a man with a size 7 head; you wouldn't last long as a hat salesman if you did. The same principle applies in lamp selling, according to Mr. L. Gottschall, Buckeye representative, Dallas, Texas. "To be sure you are selling lamps of the proper voltage, make voltage tests in various parts of the community. If you haven't a portable voltmeter, see the MAZDA representative who handles your business about getting one with which to make an investigation. Knowing what advice to give customers about lamp voltages and wattages is knowledge that pays big returns."

Don't Consider the Price

Now comes Mr. E. R. Beers, Schuylkill Electric Construction & Supply Co., Fostoria agents, Shenandoah, Pa., with a suggestion about the selection of lamp wattages for customers. It's a good idea and Mr. Beers has proved its worth. "When making suggestions to a customer about the sizes of MAZDA lamps to use in various locations, give him the best advice you can; talk in plain language and explain why you consider your ideas correct.

"Don't consider the price of the lamps or the size of your profit; make the satisfaction of the customer your object. That satisfied customers bring larger yearly profits than dissatisfied customers is a truth to be remembered."

Increase Production

These are strenuous times and it's a duty to boost factory production to the limit. One great and necessary aid to production is good lighting, according to Mr. J. B. Kolsta, of Gruesel-Quarfot Electric Co., Shelby agents, Milwaukee. "An increase in light often means an increase in production as well as a reduction of accidents and spoilage," says Mr. Kolsta. "Lamps of the higher wattages are most efficient; therefore I convert local lighting with small lamps to general lighting with larger MAZDA C lamps, in proper reflectors, wherever I can. Factory managers and workmen alike appreciate such improvement.

"The same principle applies in homes. A 100-watt MAZDA C lamp in an indirect unit gives better results than a group of three or four 25-watt lamps. Customers appreciate honest attention to their lighting problems — and they continue being your customers." There's a lot of truth in Mr. Kolsta's conclusions.

Mr. H. M. Northrup, also of the Gruesel-Quarfot Co., has been ardently advocating efficiency through the use of lamps of correct voltage. "After going into the matter thoroughly with the officials I succeeded in securing the adoption of 115-volt lamps for the city of Manitowoc, Wis., where 117-volt lamps had been used for years. The better service and better light argument won out," says he.

HELP HIM BREAK LOOSE!



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BY all means let the country people in Germany continue to depend upon oil lamps and candles to light their evening labors, if these old fashioned illuminants coincide with their ideas of "German efficiency." Here in America, by installing country-home-lighting electric outfits, our most efficient farmers are doing their best to enlist Electricity as an Ally. "The only reason more of them do not have it," as stated in Mr. Miller's letter on page 3, "is that they have not yet fully realized what it would be worth to them." *Making* them realize it, *Stimulator* readers, is distinctly *our* job.

In order that we may do our job thoroughly, let us remember that the phrase "country-home-lighting outfit," and the phrase "country-home-lighting lamps," as applied to the 28-32 volt MAZDA lamps used for this service, are misnomers. Country homes are by no means the only prospects for this type of lighting, though they form the bulk of the prospects. Colonel C. Robert Churchill, of the Electric Appliance Co., New Orleans, writing to the Packard lamp people, says, speaking of a country-home-lighting campaign, "I can furnish a list of the large *sugar plantations* in this section, also of garages and hardware stores in small towns *where there are no electric light plants*. Likewise, a list of cottonseed oil mills and of small sawmill concerns can be furnished. By handling the matter thus, we can probably reach a great many owners who would be interested in low-voltage lighting plants."

So many high agricultural authorities have endorsed farm electrification (space permits quoting only a very few, below), that it is hard to see how any dealer, or one eligible to become a dealer, in farm electric outfits can restrain his enthusiasm.

E. C. Powell, editor of "Farm and Home," a prominent agricultural magazine, believes that "In these strenuous days, the saving of time is a very important matter; electric light in the barn makes it possible to do the daily chores with greater safety and in considerably quicker time. Electric current is especially adapted for pumping water and running the light machinery of the farm, the dairy and the house. The farmer's wife learns its value for toasting, running a vacuum cleaner or sewing machine, while the farmer appreciates it for operating the grindstone, fanning mill and other stationary machines. An electric pump makes it a simple matter to put in running water, bathroom and toilet facilities. With such conveniences, many farmers have told me, they will not need to move to town

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when they retire, because they have all the town conveniences right on the farm."

Editor T. L. Wheeler, of the "Indiana Farmer's Guide," insists that "No modern farm home is complete unless it is so equipped that the darkest corners can be flooded with light by a simple twist of the wrist." He also tells of an Indiana farmer who, dissatisfied with his oil lighting, drove sixty miles to inspect the electric system which another farmer had; returned convinced, and today proudly exhibits a farm with all of its buildings electrically lighted.

F. M. White, Farm Engineering Editor of the "Northwest Farmstead," "The Dakota Farmer," "The New England Homestead," "The American Agriculturist," "The Farmer," and of "Southern Farming"— an expert on such matters—writes, "In my opinion, a farm lighting plant cannot be classed as luxury. Mr. Lehman of Belvidere, Ill., in summing up his experience to me when I was gathering first-hand information regarding his plant, said that he can get hired men and household help when nearby farms lacking the modern conveniences cannot get help. It is absolutely necessary that farm life be made attractive in order for the farmer to compete with the city in securing labor."

Hearty endorsements of country-home lighting have also been received from editors of many agricultural papers including Dan A. Wallace, "The Farmer," St. Paul; Samuel Adams, "Green's American Fruit Grower," Chicago; Prof. C. W. Burkett, "American Agriculturist," New York; John Fields, "Oklahoma Farmer," Oklahoma City; F. Sands, "Farm and Ranch," Dallas; E. T. Meredith, "Successful Farming," Des Moines; Raymond Olney, "Power Farming," St. Joseph, Mich.; Hugh Hughes, "Farm, Stock and Home," Minneapolis.

Not only is the electric plant something that the farmer *ought* to have, but the farmer is all ready and waiting to have the plant sold to him. As Mr. E. J. Edwards well says, "The automobile has drawn the American farmer out of his shell of conservatism and shown him that his dollars can be exchanged for a fuller and more abundant life. The electric lighting system on his automobile has thrust upon him the necessity for acquainting himself with a battery-generatory system of electric supply, which is in all essentials the same as that now

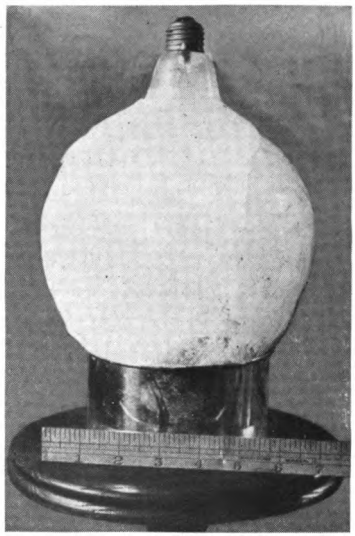
(*Continued on page twenty-two*)

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ECHOES from the FIRING LINE

AT the recent annual meeting in New York, Mr. L. P. Sawyer, Nela Park, was elected to the Board of Directors of the Society for Electrical Development, Inc., for the four-year term, to represent the manufacturing interests.

Here's a cool one: Last March, water pipes burst in the Mason High School, Lansing, Michigan, and water which leaked into a 7-inch C. R. I. ball froze around the Peerless MAZDA lamp burning inside, broke away the glass ball and hung on the lamp without injuring it (see illustration), reports Mr. R. C. Lynn, President of the Michigan Brass & Electric Co.



W. W. Gambill, Jr., Braid Electric Co., Nashville, Tenn., sells high wattage Packard MAZDAS because of their efficiency. He says, "We let people know that the efficiency of MAZDAS increases with the wattage. People are anxious to get all they can for their money; that's why we sell 60 or 75-watt lamps to many who ordinarily used only the 40-watt size."

It's our guess there's hardly a person in Raleigh, N. C., or vicinity, who doesn't know that the Walker Electric Shop sells Buckeye MAZDA lamps. Third Degree Light Brigader N. L. Walker is the proprietor and lets few advertising opportunities slip by. The last demonstration received from Bro. Walker is a stack of newspaper clippings and a telephone directory, all boosting Walker's shop and Buckeye MAZDAS.

Mr. E. E. Tawney, Sterling lamp representative and Third Degree member of the Light Brigade, was a recent visitor at the *Stimulator* office.

Charles Frei, who sells Fostoria MAZDAS in West Hoboken, N. J., says National Quality always wins out, and cites another proof. "A competitor sold one of my customers some non-MAZDA lamps at a low price. The customer told me he was through with me. Very soon he came back, ordered 500 MAZDAS; the "cheap" lamps had lived up to their name in every way. A similar experience with another customer got me an order for 600 lamps." Pleasant experiences!

Light Brigade members, both Second Degree, Messrs. E. V. Pearson, of Marble Bros., Owosso, Mich., and J. P. Hagerty, of Julius Andrae & Sons Co., Milwaukee, are receiving their *Stimulators* at camp, having gone to work for Uncle Sam in May.

Chicago Sunbeam Booster, W. M. Goodrich, is attending Ground School for aviation service at Cornell.

The *Stimulator* office was recently honored with a visit from Mr. A. L. Hardigg, of Evansville, Indiana. Mr. Hardigg, notwithstanding the fact that he is totally blind, has built up a MAZDA lamp business that aggregates well-nigh $10,000 per year. His success has been won by constant, thorough working of his territory and by careful attention to his customers' needs. Mr. Hardigg inspected Nela Park, accompanied by Brilliant sales-

(Continued on page 15)

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Burnouts



HERE'S an amusing story, and it has a moral, too. Mr. C. B. Lomas, who sells Bryan-Marsh MAZDA lamps for the Golden Rule, Butte, Montana, writes, "Our customers are chiefly of the foreign element, and to change their ideas is 'some' task. For example:

" A Finlander came in and said, 'Aye want a 15-watt lamp and a 40-watt.' 'Why not get a 25-watt and a 50-watt; that way you get more light for the same price?' He replied, 'Well, aye want the 15 for my kid to sleep by and the 40 for the kitchen.'

"I finally convinced him that a 10-watt lamp would be best to burn while the child was asleep and that a 50-watt would be best for the kitchen. My purpose is to sell lamps of 'even-twenty-five' wattage above the 10-watt size, 10-25-50-75-100-150, etc., in order to decrease the variety of sizes. If all agents would do this, material and effort could be concentrated on a smaller group of sizes and production improved."

A woman taking a half-dozen burned-out "bulbs" back to the department store where she had bought them dropped the package on the floor of the street car. Nothing was left but the bases, so she couldn't prove that all the lamps had burned out as soon as lighted. "Now the lady uses Columbia MAZDAS," says E. H. Jaekel, Third Degree Light Brigader, Wisconsin-Minnesota Lt. & Pr. Co., La Crosse, Wis., "because they give service."

From Mr. John J. Mader, Martin's Ferry, Ohio, via the Buckeye Division's Pittsburgh office, comes the story of the woman who nipped the tips off a dozen new lamps, telling her husband they were unfinished—had burrs on them. Live and learn!



These are strenuous times, reports Mr. C. H. Dallow, Purchasing Agent for the Interstate Public Service Co., G. I. distributors, Indianapolis. "A man recently brought in an old, burned-out 250-watt MAZDA B lamp and asked whether repairs could be made for less than the price of a new lamp, and what the junk value of the old lamp was, provided it couldn't be repaired."

Echoes From the Firing Line —*(Continued from page 14)*

men E. C. Sweeten and A. M. King and J. P. Brown.

Woman's indispensable part in war is now generally recognized. We were interested, therefore, but not surprised, when we learned the other day that a woman is supplying National Quality MAZDA lamps to the War Work Council of the Y. M. C. A., for use in cantonments all over the United States. Miss C. E. Toye, of New York, is the lady in question, and the item comes to us through Miss A. L. Brooks, Packard *Stimulator* correspondent, who has been attending to Miss Toye's rapidly growing lamp needs for several years.

The 305th Regiment of Engineers, at Camp Lee, Virginia, recently purchased a complete MAZDA C motion picture outfit from the Western Electric Company, Richmond, reports Mr. Frank van Gilluwe. Van adds that the Regiment will take this outfit over to France with them, where it will furnish welcome relaxation from the arduous duties of trench life.

Your Savings and My Savings for Your Flag and My Flag—Buy Thrift Stamps and Help Save Democracy!

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SNAPPY TARGET PRACTICE BY THE "VOLTAGE SQUAD"

Bull's-eyes, By Dawson, Baertschi, Thomson, Alltmont and Yeager

WHAT does "proper voltage" mean to you in the upbuilding of your lamp business? Read what Commercial Manager Dawson, of the Reading, Pa., Transit & Light Co. has to say:

"By ascertaining the average voltage on the customer's premises, and impressing him with the necessity for lamps of proper voltage, you breed confidence regarding your knowledge of lamps. You close the field to cut-throat competition, which generally thrives on either long-life promises (secured by lamps of too high voltage rating), or extra-efficiency claims (secured by lamps of too low voltage rating). The facts in the situation are easily grasped by your average business man."

Mr. Dawson is a central station man, his particular lamp brand being Bryan-Marsh. Mr. C. R. Thomson, an ex-central station man, now connected with the Electric Appliance Company, Packard lamp agents, San Francisco, has the following to offer:

"When I was with the Power Company, we had Voltage Test Charts from which we could determine the voltage on practically every consumer's premises. These charts were of assistance in supplying lamps. On some occasions when I was in doubt, I would order a voltage test before I would sell a lamp. This, of course, was especially necessary when a customer complained about the past performance of his lamps. By devoting a little time to such complaints, we were helping the Company.

"In the agency business it is rather difficult to be so exact. We have different voltages in different parts of San Francisco, and I have my Form A agents order according to their districts, taking for granted that the Power Company's voltage readings do not vary much inside of each individual district."

Mr. Thomson spoke of voltage charts. The same useful device is employed by Mr. B. P. Yeager, of Northumberland, Pa., who signs himself "Fostorially yours." He writes:

"Customers are convinced that I have a lamp that gives the proper light, because on my chart I have their voltage. They therefore come into my store for lamps instead of going into a grocery and paying less for an inferior lamp. I think it would pay any lamp agent to have a voltmeter and personally test the voltage when a complaint is entered."

Mr. E. F. Baertschi, of another Fostoria agency, the Toledo, O., Electric Sales Co., shows clearly that high efficiency is more desirable than extremely long life in a lamp. "In cases where the correct voltage lamp cannot be supplied," he says, "we have found it much more satisfactory to the consumer to supply him with a lamp of slightly lower voltage than the circuit, rather than give him a lamp that is too high in volts. This proves to us that the increased quantity of light, obtained from a lamp of lower voltage, counts for a great deal more with the consumer than the few extra hours of life that would be obtained from a lamp of higher voltage than the circuit."

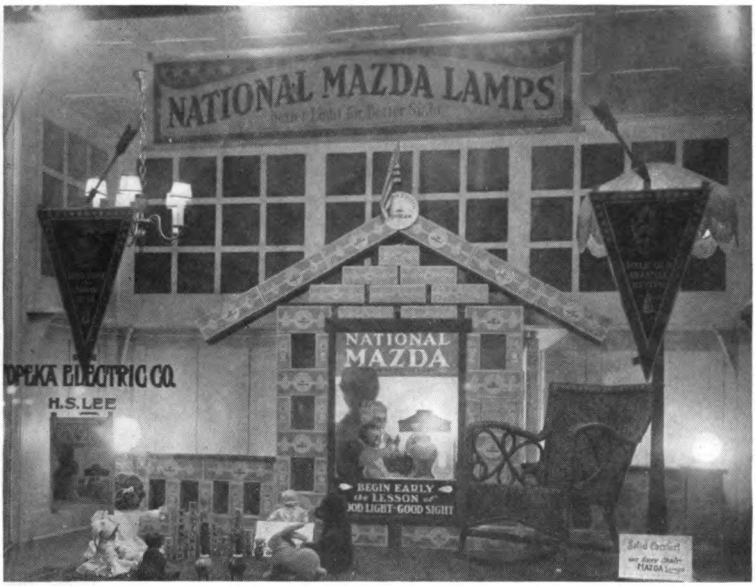
The *Stimulator* endorses the following advice, given by Columbia lamp booster S. V. Alltmont, of the Interstate Electric Co., New Orleans: "I emphatically do not believe it necessary for the agent to carry special voltage lamps in stock, except in a very special case. If the plant manager says he is running at 117 volts, I suggest that my agents carry 115-volt lamps in stock, and in the extreme outlying districts furnish 110-volt lamps."

On any voltage problems that you may have, please always feel free to write to us for advice.

Is Your Patriotic Pulse All Right? Count Your Thrift Stamps and War Savings Stamps—Then Decide. Buy More to be Certain You Won't Fall Behind Your Share

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IMPOSING FALL POST SCHEDULE



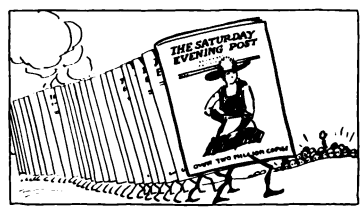
The essential materials in this display were supplied as "Tie-Ups" for the NATIONAL MAZDA Page in the *Post* for May 18. Other material was provided by the Topeka (Kan.) Electric Co., which was awarded the 17-jewel gold watch for best window tying up to the May 18 *Post* page. The Citizens Electric Co., Guthrie Center, Ia., won second honors (two $5.00 W. S. S.), and the Poulsen Mercantile Co., Lapeer, Mich., won third place and a book of Thrift Stamps.

Look Carefully Over This Big Advertising Program

STIMULATOR readers can look forward to the strongest and most elaborate NATIONAL MAZDA advertising program in the *Saturday Evening Post* during the remaining months of this year that it has ever been our privilege to announce — and you'll admit there have been several series of striking National pages in the *Post*.

Beginning August 31, NATIONAL MAZDA will have a prominent place in six issues of the country's most widely read weekly before the close of the year. Three times the NATIONAL MAZDA message will be told in colors, three times in black and white. Five of the messages will occupy one page and one will be a "double spread," in colors.

Three times our story to the *Post's* two million readers will feature NATIONAL MAZDA lamps for lighting our country's industries; twice lighting in the home will be the main subject and once, in the big "spread" both home and commercial lighting will be featured.



The next National page in the *Post* will appear in colors in the issue dated August 31, out on August 29. Be sure to have a MAZDA display in your window at this time. Make the *Post* page yours — tie up with it. Your window is there—the NATIONAL MAZDA page is coming — put the two together with a good lamp display for your profit.

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Help The "Speed Up" Program Along

SPEED UP! That's the order of the day, especially in the industrial world. The big idea before all of us now is production. As Mazda merchants we have felt a responsibility and accepted it, in providing better lighting for better and more work. Yet it is probable that we have overlooked some opportunities to benefit the cause to which we are so earnestly attached. One of these opportunities is in promoting the use of Mazda C-2 lamps in the industrial field, where they can be most efficiently used.

Heretofore, Mazda C-2 lamps have been regarded largely as display lamps, for use in feature lighting, for display windows and special departments in various shops and stores. Other fields have scarcely been touched, yet there is plenty of reason to believe that other fields exist which can be explored with profit, as reports of Mazda C-2 installations in cotton mills, knitting mills, motor works and other industrial plants bear evidence. For example, the Aragon Cotton Mills, Rock Hill, S. C., with 22,500 spindles, is lighted from picker room to weaver room with 100-watt Mazda C-2 lamps, an installation placed by R. H. Craft, Buckeye Division. A report from R. W. Tavey, Sunbeam Booster, Philadelphia, says that Mr. Schlehner, engineer for the Sanquoit Silk Mfg. Co., Phila., reports the almost exclusive use of 75-watt bowl frosted Mazda C-2 lamps.

There is a place for the Mazda C-2 lamps in the industrial world as well as in the display field, and the reason for the desirability of Mazda C-2 light in industrial plants is its daylight quality and restfulness and its superiority over the light of other incandescent lamps for distinguishing detail as well as color. Mazda C-2 lamps are recommended for all industrial plants where the color appearance of the material to the workman is an important factor. In metal-working plants, especially where the quality of metal and workmanship are determined by the appearance of the product, Mazda C-2 light is an immense advantage. Distinction of fine detail is often more readily accomplished by Mazda C-2 light than by ordinary light, because of the greater contrast it affords between adjacent objects. For inspection departments Mazda C-2 light is highly recommended.

In the Upholstery Department of the Pullman Co. plant, Chicago, the fine work with materials of various colors and shades, as well as the high standard of workmanship maintained, demand a high standard of lighting with light of such color composition that workmen can readily distinguish various materials. As a result of a comparison of Mazda C and Mazda C-2 lighting, this department was equipped throughout with 150-watt Mazda C-2 lamps, reports H. C. Olmstead, Sunbeam Division, Chicago.

Get into the industrial part of Mazda C-2 merchandising. The field is open and has hardly been touched. Mazda C-2 light properly applied makes for speed and accuracy in industrial plants — what better reason or argument could be desired? If you are not familiar with Mazda C-2 lamps now, read your copy of "*How to Sell MAZDA C-2 Lamps.*" If you haven't a copy ask us for one. Learn the lamp and its possibilities; demonstrate Mazda C-2 *light*, and sell the lamp. Speed Up!

New York Stations Alter Lamp Distribution Policy

EFFECTIVE July 1, 1918, the New York Edison Co. and the United Electric Light and Power Co., leading central stations serving Greater New York City, put into effect the policy of completely separating the sale of lamps from the sale of electrical energy. These companies, to quote from a recent newspaper announcement, will now sell incandescent lamps "at standard prices established by the manufacturers as quoted in the schedule filed.....with the Public Service Commission."

The tendency of central stations throughout the country toward a straight merchandising policy for lamp distribution is remarkable, and means that lamp agents everywhere must study the illumination needs of their communities with increased thoroughness and with an increased sense of responsibility.

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FACTS ABOUT THE WAR

IMPORTANT WAR INFORMATION BOOKLETS ISSUED BY THE U. S. GOVERNMENT

YOUR government desires that everybody be given an opportunity to learn the *facts* about the war. Every American should know WHY we entered this war. Every American should know WHY we must fight on until the high ideals of Americanism and democracy are attained.

President Wilson created the Committee on Public Information to tell the people the *truth*. As a part of its work this Committee has prepared a series of thirty-seven booklets, each dealing with a vital war problem. These booklets will be furnished free upon request. Fill in coupon below.

Booklet No. 5 *CONQUEST AND KULTUR.* Contents: Hundreds of quotations from the writings of leading German statesmen, professors, and publicists, revealing the Prussian idea of world conquest. One section is devoted to Germany's designs upon the United States with special reference to the Monroe Doctrine. 160 pages with comprehensive map.

Booklet No. 6 *GERMAN WAR PRACTICES.* Prussianism in all its horror. Methods of the German Military Machine. Documentary proofs of German official brutalities upon civilians. Narrating instances of frightfulness taken directly from German sources.

Booklet No. 115 *WHY AMERICA FIGHTS GERMANY.* A statement why America entered the war. Deals with offences of Germany against America and against the world. The case in a nutshell written in plain language.

The above mentioned are but three of a series of thirty-seven authentic war publications. Fill in coupon below and these three booklets will be sent you together with a complete catalogue from which you may select other booklets.

COMMITTEE ON PUBLIC INFORMATION

The Secretary of State — The Secretary of the Navy
The Secretary of War — George Creel

8 Jackson Place, Washington, D. C.

This space is patriotically donated to our Government by the National Lamp Works of General Electric Company, in appreciation of the value of having every American read these important war booklets.

FACTS-ABOUT-THE-WAR COUPON

Fill in and mail, under first class postage (3c) to

Department of Distribution,
Committee on Public Information,
8 Jackson Place, Washington, D. C.

_____ (*Date*)

Please send me, free of any charge, the booklets which I have checked, to the address given below.

☐ *Conquest and Kultur* ☐ *German War Practices* ☐ *Why America Fights Germany*

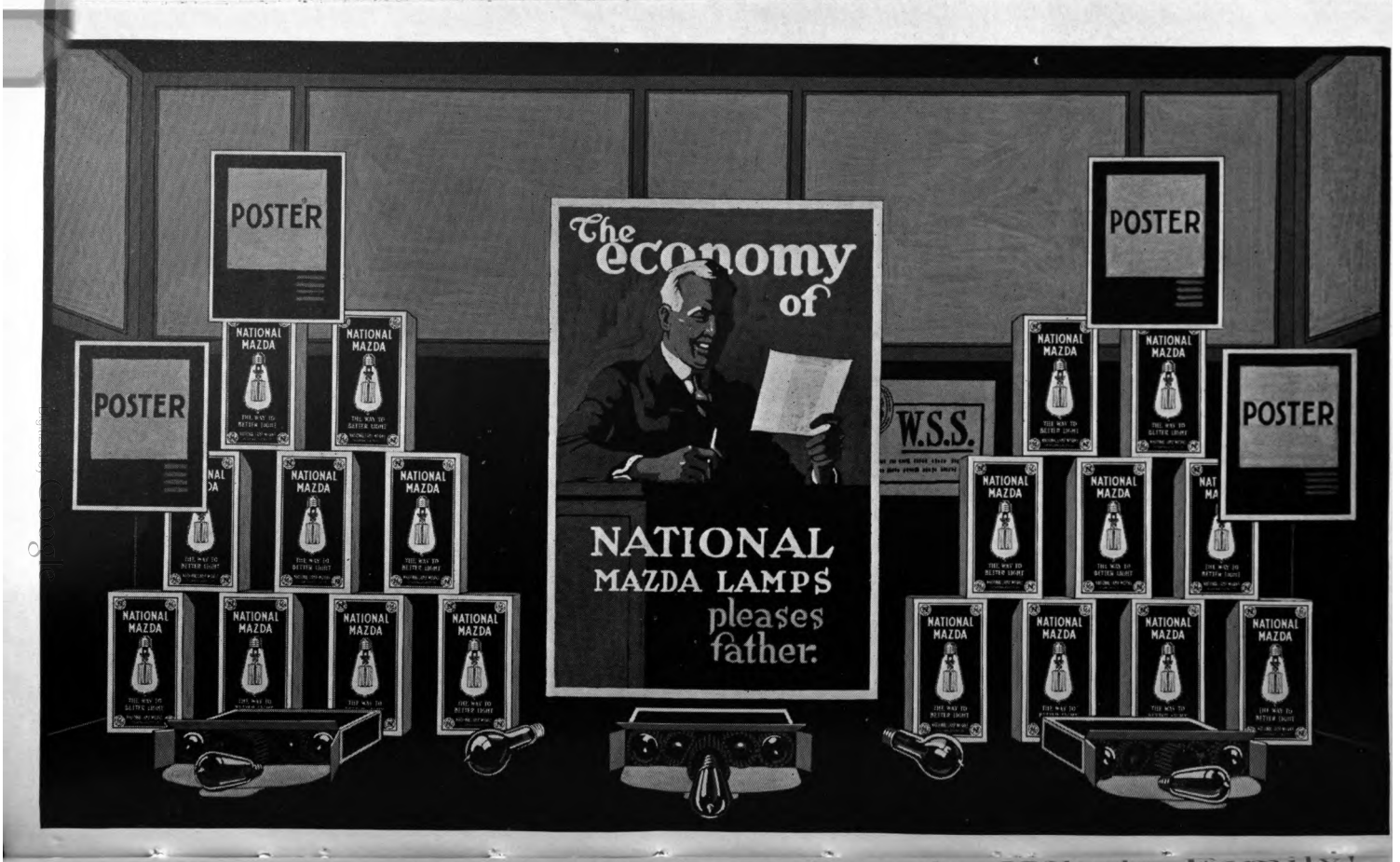
My name is _____

Street Address _____

City _____

NATIONAL MAZDA STIMULATOR
NELA PARK, CLEVELAND, O.

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POSTER
POSTER
POSTER
POSTER
The economy of
NATIONAL MAZDA LAMPS pleases father.
W.S.S.
NATIONAL MAZDA

Here's a Good MAZDA Appeal to the Whole Family!



NATIONAL MAZDA light suits all eyes. In the home, shop or office it prevents discomfort that comes with poor lighting.

(Brand of Lamps Here)

in every socket as a protection for growing eyes and an aid to grown eyes. Order personally or by 'phone; our number is ----------.

(Your Name and Address Here)

4-inch, 1-column Newspaper ad Plate No. 67001.
(Use the Enclosed Post Card)

THERE never was a time when each individual's interest in every other individual's interest was as keen as it is now. Interest in the common good is the starting place of all movements for the general good. Good light is a necessity. Interest in another's welfare is the point of contact between the people passing your window and the NATIONAL MAZDA "What MAZDA Means to Me" display we are offering you this month. This display emphasizes the advantages of NATIONAL MAZDA lamps in all stages of life. It has a decidedly personal appeal to all, young and old.

The five posters in this trim are all attractively executed in colors. They can be effectively used in the MAZDA department after their window service is done. Use the trim during the latter part of August. There's a NATIONAL MAZDA *Post* page coming August 31. Lay your plans to establish your shop as MAZDA headquarters before then.

A lantern slide for the movies and a cut to use in the newspapers with your lamp advertising are also free for the asking. Use the post card.

Wouldn't You Like a Card Full of Thrift Stamps?

Send us a photograph of your "What MAZDA Means to Me" window. We'll give 4 Thrift Stamps ($1.00) for each 6" x 8" photograph (or larger) of a "What MAZDA Means to Me" display that doesn't win the Thrift Card full of Stamps (or one $5.00 War Savings Stamp) offered as first prize for the best photograph. All photographs are to be made at contestants' expense and should be submitted before August 31, 1918. To be eligible for the prize, the trim must contain the materials offered with this display — and whatever else you may wish to use.

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(Continued from page 13)

being supplied to furnish light for his living room, his barn. and for driving small machinery."

My wife may be ready and willing to buy a mess of string beans for the family dinner, but if the produce-vender who drives by the door doesn't ring the bell and show her the beans, there will be a beanless meal in my family. Is it any different with the farmer who is ready and willing to buy a lighting outfit (and incidentally a good "mess" of MAZDA lamps, renewals for which you can sell him year after year)? No! We must get out and sell the goods! Start your summer drive at once, then; the roads are in better shape now than they will be again this year; load a complete lighting outfit on to your automobile, and conduct a demonstration before the eyes of every prospect in your county.

There is plenty of good printed matter on Country-Home Lighting. Bulletin 34 of the National Lamp Works' Engineering Department contains useful technical information. But all of the printed matter in the world will count but little in the actual making of a sale, as compared with a man-to-man look-me-over demonstration.

A sure proof of progressiveness, in a country merchant, is to find him aggressively merchandising NATIONAL MAZDA lamps. By so doing, he brings customers for other lines of merchandise into his store.

Instead of selling the farmer one lamp or two lamps, always sell him the handy blue carton containing five lamps. He will quickly realize that he should keep a reserve supply of lamps at home, for it may be very inconvenient for him to get to the store when a lamp burns out.

Even on your vacation, this year, by keeping on the alert you may be able to pick up some country-home-lighting business. It's waiting everywhere, for there are today 4,000,000 farms in the United States that could profitably invest in electric lighting!

Creating A Lamp Demand — *(Continued from page 9)*

silks and braids, so the customer-pupils could buy materials at reasonable prices at the place of instruction, and success was immediate. "There are as many as thirty women in the company's office in one afternoon buying material and working on shades," says the *Doherty News*. "Purchases of lamps to fit shades have been numerous. The instructor makes shades for sale during her spare time, and the profits more than pay her salary."

"THE LIGHTING OF OFFICES AND DRAFTING ROOMS"

A 28-PAGE bulletin, No. 35, on the above subject has just been issued by our Engineering Department. In it office lighting is discussed under five principal subdivisions; Quantity of light; Quality of light — choice of units; Utilization of light; Location and number of lighting units; Illumination calculations.

Numerous illustrations are employed, and by anyone having a knowledge of the fundamentals of lighting this bulletin may well be taken as a guide for the specific field it covers. Make requests for copies direct to the Engineering Department, Nela Park, or use the enclosed post card.

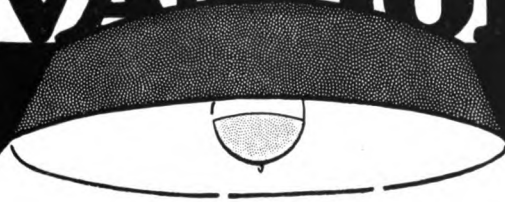
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BOOSTS W. S. S. WITH BIG ELECTRIC SIGN



HERE are the two readings of the big 2000-lamp electric sign above the Mansfield, O., home of the Richland Public Service Co., subsidiary of Henry L. Doherty & Co. Jas. L. Stone, New Business Mgr., is chairman of the War Savings Stamp campaign in Mansfield, and Mr. R. E. Burger, General Manager of the company, generously converted the sign to W. S. S. purposes. The company is aiding the Savings Stamp campaign materially in a public-spirited manner.

IVANHOE



SERVICE TO LAMPS

TO provide the proper reflectors for MAZDA lamps in every service, so as to obtain the greatest value from MAZDA light, is the constant aim of the Ivanhoe-Regent Works. This constructive policy is well typified by the glare-eliminating Reflecto-Cap Diffuser. Ask for Bulletin No. 261.

IVANHOE - REGENT WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

Manufacturers of Ivanhoe Metal Reflectors and
Regent Illuminating Glassware

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WE WILL BUY ALL OF THESE FOR YOU

A gold-filled watch fob, a sterling silver penknife, a bronze medal and two $5.00 War Savings Stamps (exchangeable for a gold medal after the war) are yours if you send us a practical MAZDA merchandising idea on each of the following subjects which we can print in the *Stimulator*. An idea on any one of the subjects printed in the *Stimulator* entitles you to the gold-filled watch fob and the First Degree in the Light Brigade (Order of V.W.Q.) Ideas printed on two subjects secure two degrees with the emblems, and when you have had ideas printed on all three subjects you gain full membership and all of the awards. The subjects:









(*V*) Why to sell only lamps of the proper voltage.

(*W*) How to induce customers to use lamps of the higher wattages in preference to lower wattages.

(*Q*) How to increase the quantity of lamps sold.

All *Stimulator* readers are eligible to compete for these awards. Will we hear from you?

This month the First Degree is being conferred on seventeen different individuals; the second degree on five, and the Third Degree on one — Mr. J. M. Fried, of Vicksburg, Miss.

NATIONAL MAZDA STIMULATOR

NELA PARK **CLEVELAND**

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